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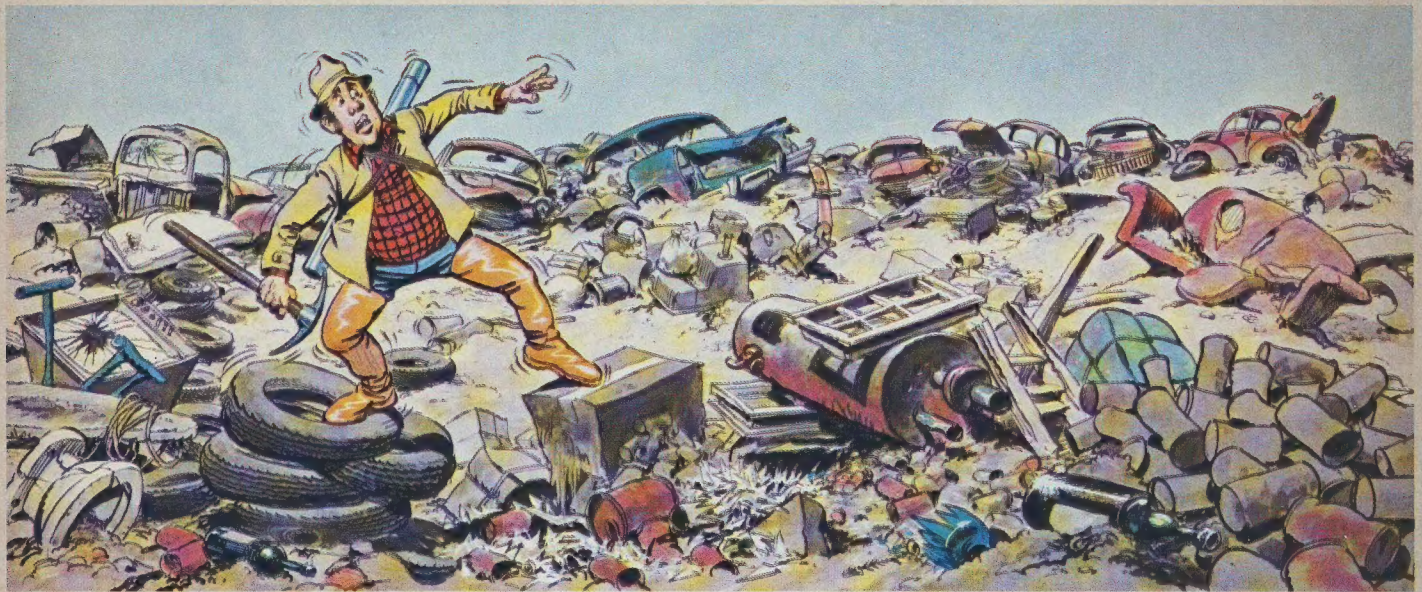
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# EARLY ONE MORNING IN THE NEAR FUTURE



ARTIST: GEORGE WOODBRIDGE

WRITER: SERGIO ARAGONES





# MAD

"Today, there is a marked increase in communication and exchange between students . . . mainly, mononucleosis!"—Alfred E. Neuman

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**GLORIA ORLANDO, CELIA MORELLI, ERIKA HOLTON,**

**CURTIS ANDERSON, DAVID FRAZIER** *subscriptions*

## CONTRIBUTING ARTISTS AND WRITERS

*the usual gang of idiots*

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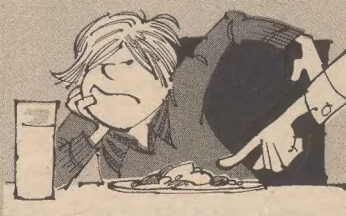
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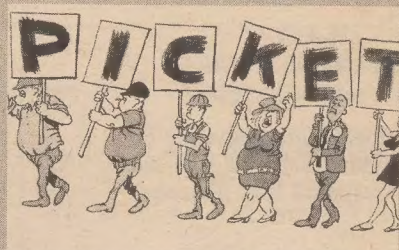
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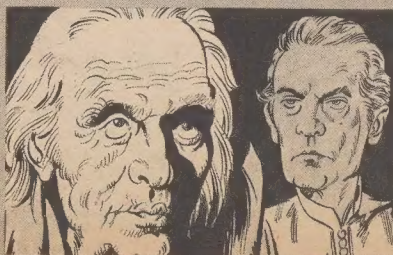
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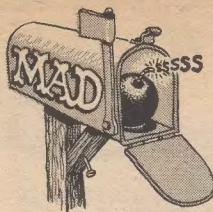
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## NIXON KNEW!

Yep! Our printer, Sam Nixon, knew these full color portraits of Alfred E. Neuman, MAD's "What—Me Worry?" kid, wouldn't sell! That's why he demanded his printing money up front! But you can help us open the Watergate that's holding back sales! Send 25¢ for 1, 50¢ for 3, \$1.00 for 9, \$2.00 for 27 or \$4.00 for 81 to: MAD, 485 MADison Avenue, N. Y., N. Y. 10022



## LETTERS DEPT.



### MAD LOGOTYPE REVISITED

Having been a reader and observer of MAD the last 16 years, one recent alteration nearly slipped right by me. Upon a second look at the cover of MAD #161, I noticed that those fat little ladies, who used to run up and down the MAD logo, were back. And, why is one fat lady pointing to the word "YALE"?

Gerry Zmijewski  
Baltimore, Md.

When the MAD-men appeared at Yale University recently, one of the questions directed at Editor Feldstein was: What ever happened to the original MAD logotype, with all the frisky satyrs cavorting in the letters? Mr. Feldstein thereupon promised to revive the original MAD cover title for one issue. Not only was he true to his word, but we were elated to see one of the restored figures pointing to the word "YALE". Talk about answering a request!

Gail & David Ross  
Yale University  
New Haven, Conn.

### NIXON, LINCOLN AND GORE

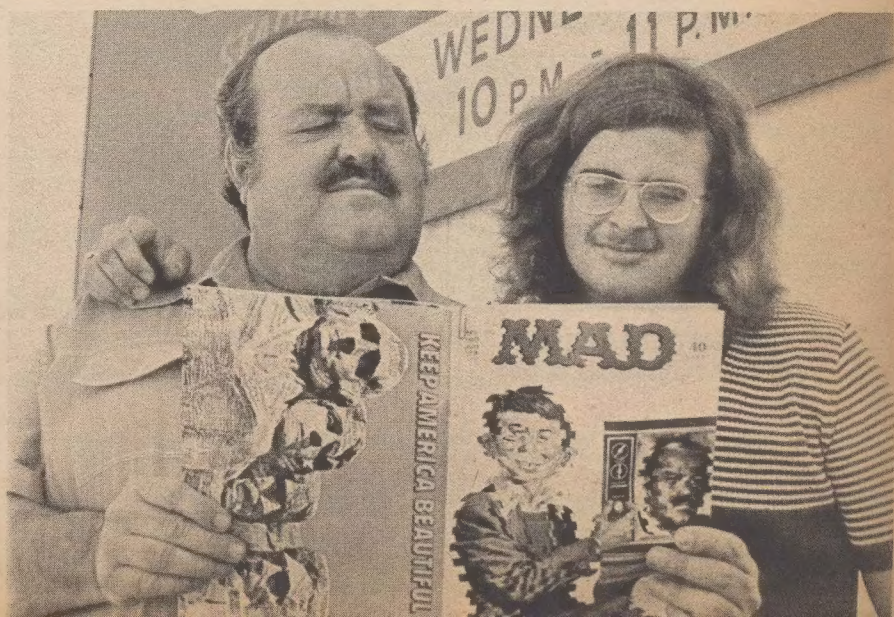
My advice to Larry Gore concerning his back cover MAD Mini-Poster, paraphrasing Lincoln-Nixon, is to look under his bed and in his closet before going to sleep. Congratulations to the rest of the staff, too, for a constant perception portrayed in such a humorous manner.

Martha Hirsch  
Southboro, Mass.

### A CANNON BALL

My son Chris, pictured here with me, came up to me one day and said, "Dad, I've never totally understood your career until now, but when I saw you on the

cover of MAD... baby, you've made it!"  
William Conrad  
"Cannon"  
Hollywood, Calif.



## THE POOPSIDEDOWN ADVENTURE

"The Poopsidedown Adventure" is the best movie satire you've ever come up with. Or is it come down with...?

Nancy Lee Beaty  
S. Houston, Texas

After finishing your satire on "The Poseidon Adventure", I turned the magazine downside-up and read it again.

Jonathan Selinsky  
Las Vegas, Nev.

I keeled over with laughter!

Brian Connors  
Winfield, Ill.

I love the way you change a dramatic script to one that's hilariously funny!

Ken Green  
Kearny, N.J.

It was certainly down to par!

Jim Randleman  
Fair Oaks, Calif.

I think Mort Drucker and Dick De Bartolo went overboard on this sinking, swivelling success!

Judy Hetling  
Bronx, N.Y.

Drucker and De Bartolo really have sprung my gyroscope with their numskull navigation of "The Poopsidedown Adventure"! Congrats and consider my skiff scuttled.

Richard Kyle  
Long Beach, Calif.

The movie won an award for its song, "The Morning After". Why didn't you satirize it...?

Jim Coffin  
Orange, Calif.

Hum a few bars of it in your next letter!—Ed.



## WATERGATE BREAKTHROUGH

Whenever I see a movie or a TV show, I wait for MAD to do a satire on it to really understand it. So, would you PLEASE do something on Watergate so I'll understand it?

Billy Smith  
Greenville, S.C.

Turn to pages 40 and 41, in this issue, for as good an explanation as you'll get anywhere.—Ed.

## JAFFEE'S "CRIME FOILERS"

Al Jaffee's "Crime Foilers For The Average Citizen" is most helpful. I plan to install the "ferocious animal" in the cabinet holding my copies of MAD. A roar a day keeps little sister away.

Saul Zalesch  
Baltimore, Md.

I think that if everyone used Al Jaffee's "Crime Foilers", there would be a substantial drop in the crime rate, and also a drop in population.

James T. Crum  
Beaumont, Texas

A good crime foiler would be a suit covered with pictures of Alfred E. Neuman. The wearer could escape while the would-be attacker is heaving.

Jim Kanzler  
Norwalk, Conn.

Are patents or manufacturing rights reserved . . . ?

J. Patrick Dawson  
Morrow, Ga.

Al Jaffee should manufacture his devices. He'd make a fortune in New York City alone!

Vince Sementilli  
Bayside, N.Y.

## IDJIT LOVES ERNIE

Congratulations to Angelo Torres and Arnie Kogen for their adroit handling of televised schmaltz in "Idjit Loves Ernie". It was doubly enjoyable, for it not only hit television's whitewashing of ethnic humor right in the CBS eye, but also gave nice Jewish boys like me a chance to laugh at our neuroses.

Mark Siegel  
Del Mar, Calif.

As an Orthodox Jew, I found your satire on "Bridget Loves Bernie" offensive, even more so than the TV series. That was pretty hard to do!

Rachel Greenbaum  
Baltimore, Md.

Oy, such a funny parody! I'd give a week's bagels to shake hands with Arnie Kogen.

Jamie Goetz  
Liverpool, N.Y.

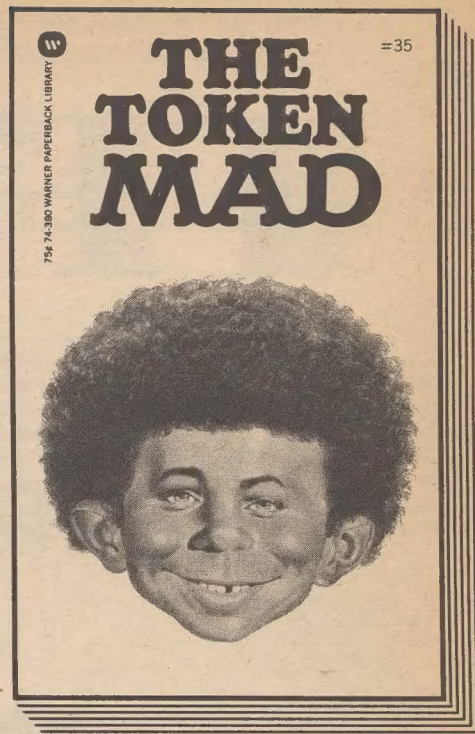
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SON OF THE SUMMER OF '42 DEPT.

A couple of years ago, there was a big wave of nostalgia. And you know what happens when you get caught up in a wave. After a while, it makes you nauseous. Which is what happened to us when we

# THE CLO

Hi! Remember us? Wormy, Husky and Beanie, the "fun kids" from "The Summer of '42"? Maybe you don't remember how incredibly cute we were, or how incredibly adorable we were . . .

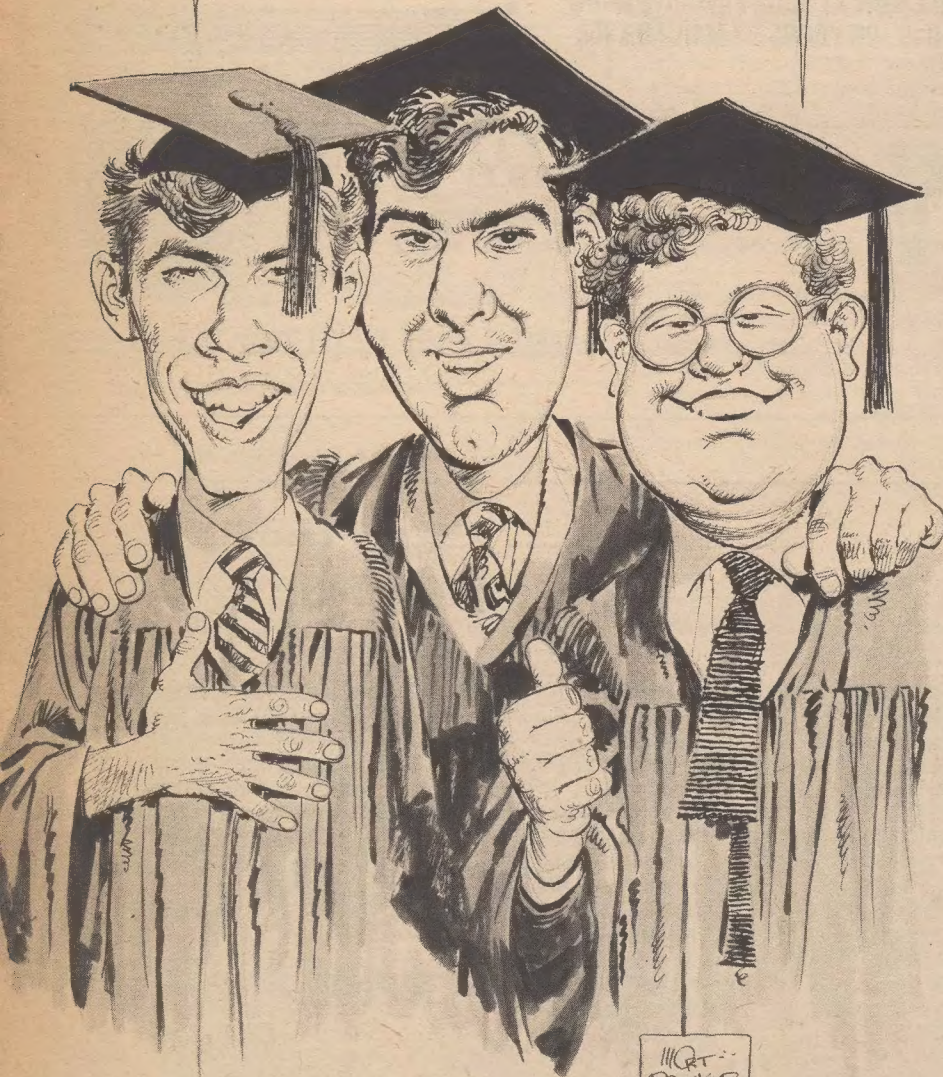
But you could never forget how incredibly DULL we were! Well, it's two years later . . . and we're about to graduate High School on our way to becoming incredibly dull adults!

And we're not shy, hung-up kids anymore! We're different! Even Husky, here, has been sexually liberated! In fact, he's SO sexually liberated, he tries to make out with everyone!

See what I mean!?

You come here often? You need a lift home, Baby?

You can't even do THAT right! You're supposed to blow in my ear, not my nose!



ARTIST: MORT DRUCKER

Gee, Husky . . . I wish you'd try to make out with smarter girls!!

Why's that, Wormy . . . ?

'Cause when you blow in THIS one's ear, the air comes right through!



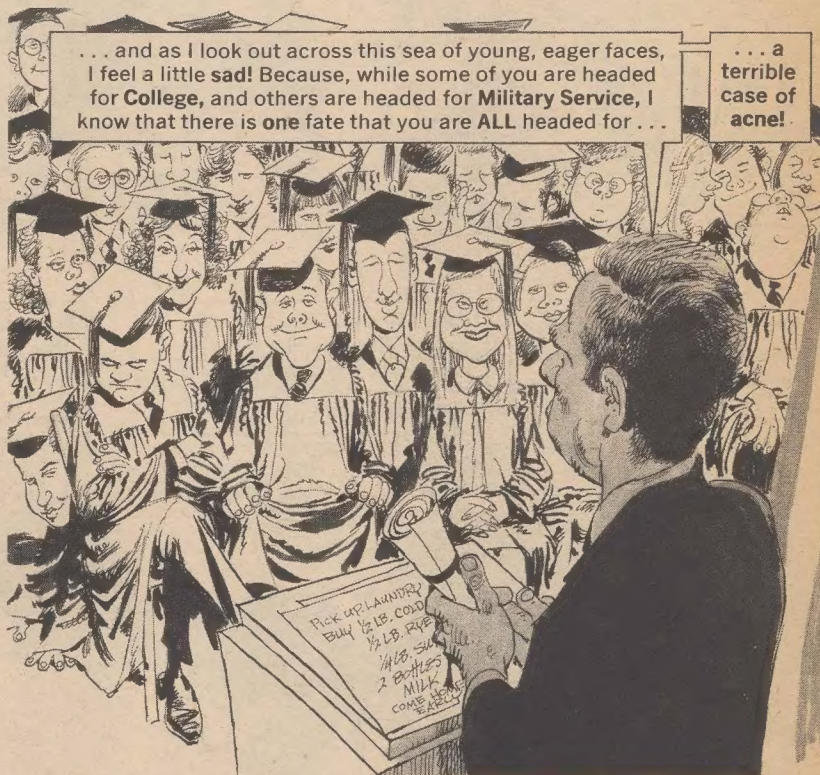


saw "The Summer of '42"! Recently, not content to leave bad enough alone, the Producers of that sickening movie decided to try again! Well, they tried, all right! Mainly our patience, with . . .

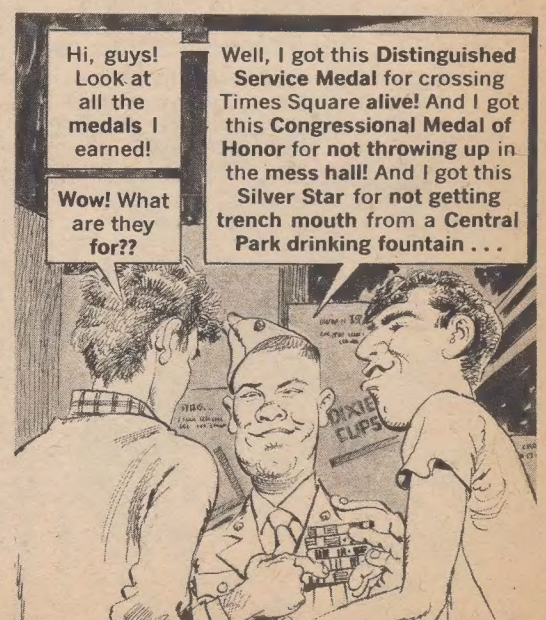
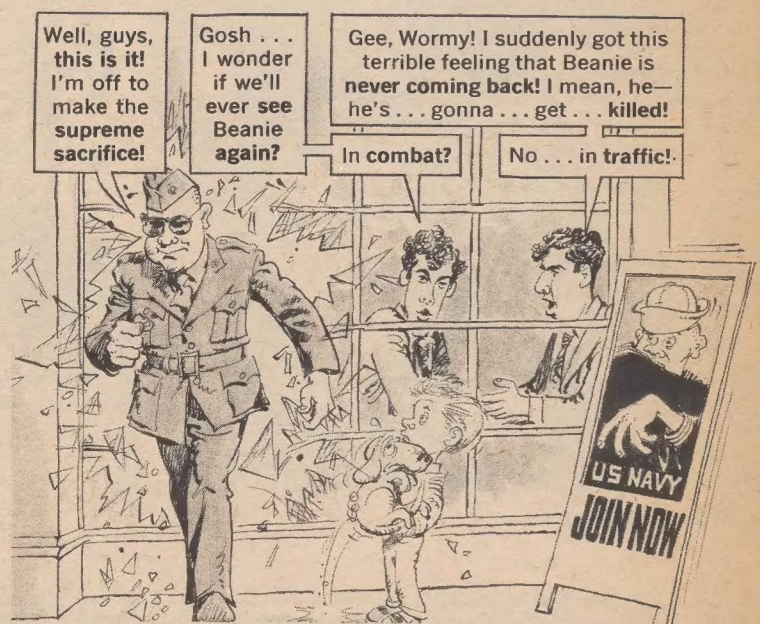
# DS OF '44



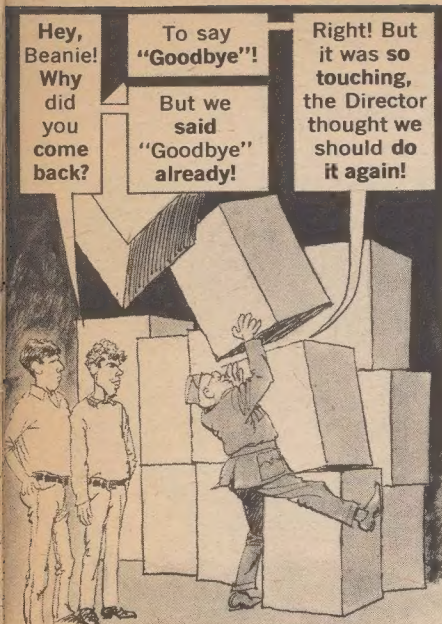
WRITER: STAN HART







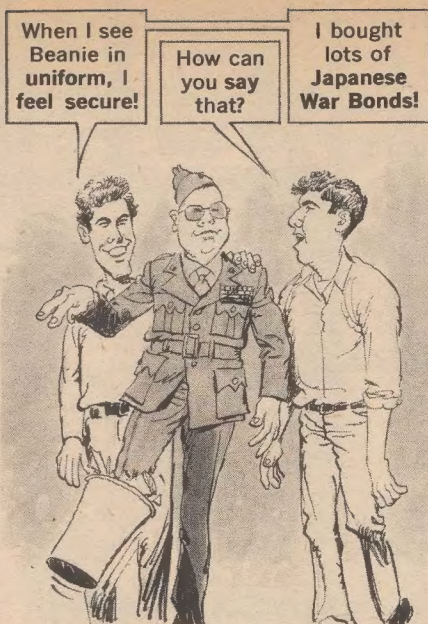




Hey, Beanie! Why did you come back?

To say "Goodbye"! But we said "Goodbye" already!

Right! But it was so touching, the Director thought we should do it again!



When I see Beanie in uniform, I feel secure!

How can you say that?

I bought lots of Japanese War Bonds!



Gee, if I could only find a girl my own age! Maybe that lady in the Summer of '42 ruined me for younger women? That's ridiculous!

Hi! Say, I'd really like to get to know you!

We'd become real close, and then—then—

Then you could take me home to meet your Mother! I'll bet she's DYNAMITE ... ooops!

Hi! I'm Jolly!!

Okay!

Yes, yes—



Wormy, you obviously have a real hang-up for older women! How did it happen?

One Summer, I lost my head, and on a foolish, passionate night, I went crazy with desire! I'm afraid I got this older woman in trouble!

You mean you made her ... ?

Yeah, black and blue from a hickey! Oh, I'm such an animal!!



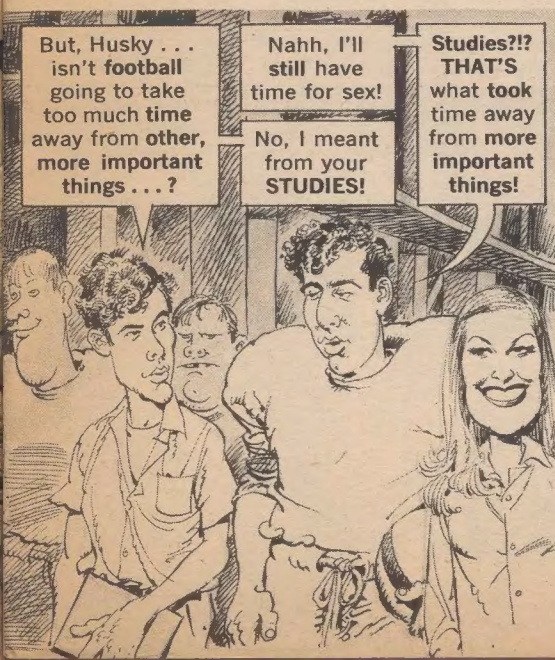
I can cure you! Just do as I say! First, blank your mind and cut yourself off from reality! Now, abandon yourself to great flights of wild sexual fantasies!

Yes ... yes ...

Eleanor Roosevelt!

Good! Now tell me what you're thinking about!

This isn't going to be EASY!!

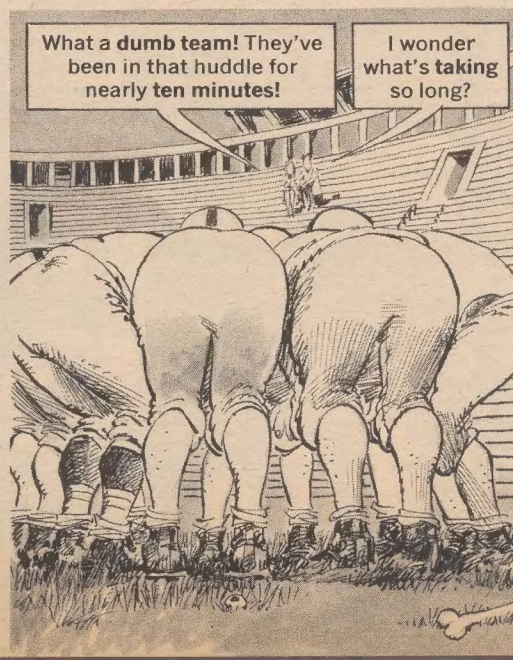


But, Husky ... isn't football going to take too much time away from other, more important things ... ?

Nahh, I'll still have time for sex!

No, I meant from your STUDIES!

Studies?!? THAT'S what took time away from more important things!



What a dumb team! They've been in that huddle for nearly ten minutes!

I wonder what's taking so long?



Her zipper got jammed!

I just can't resist a man in uniform!



Please, Wormy! Don't!  
Not all the way . . . !

Why not?!? I'll bet  
you've gone all the  
way with lots of guys!

Stop exaggerating!  
You can't call 40  
or 50 guys "lots"!

Well, why can't I  
make out with you?

Because  
I don't  
want you  
to lose  
respect  
for me!



Before we accept  
you into our  
Fraternity, you  
have to undergo  
a little ritual  
called "hazing"!  
It's all in good  
fun, of course!

Tell  
me,  
Wormy!  
Why  
are we  
joining  
this  
Frat?

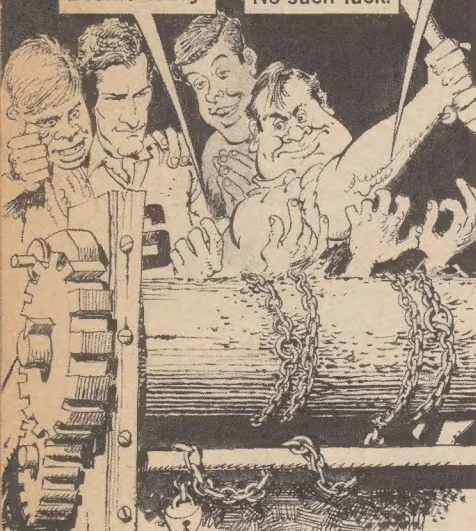
Because the  
Director wants  
to show us the  
latent sadism  
implicit in  
adolescent fun  
in the '40's!

HE should talk  
about SADISM?!?  
After he's just  
subjected a movie  
audience to a  
whole hour of this  
pointless rubbish  
in the '70's!



Hey, I got  
a letter from  
Beanie today!

Isn't he dead yet?  
No such luck!



Beanie wrote that  
he wiped out a  
machine gun nest  
and took seventy  
soldiers prisoner!

Gee, he  
deserves a medal  
for that!

Not  
really!  
They were  
American  
soldiers!



Just what  
is the  
point of  
this hazing  
sequence?

It signifies the rite  
of passage! You enter  
the Frat as a mere  
boy, and after your  
ordeal, you emerge . . .



. . . a hopeless cripple! Did  
you get hurt, Husky?

No, luckily I landed  
on my head!



I want to give you  
this, Jolly! It's  
my Fraternity Pin!  
It . . . it means  
that we're engaged!

Gee, Wormy! I'm—I'm  
touched! I really am!

Now, don't you have  
something to give me?

Yes . . . but let's go somewhere  
in my car! I—I can't give it  
to you here . . . out in public!

What is it?

A case of V.D.!



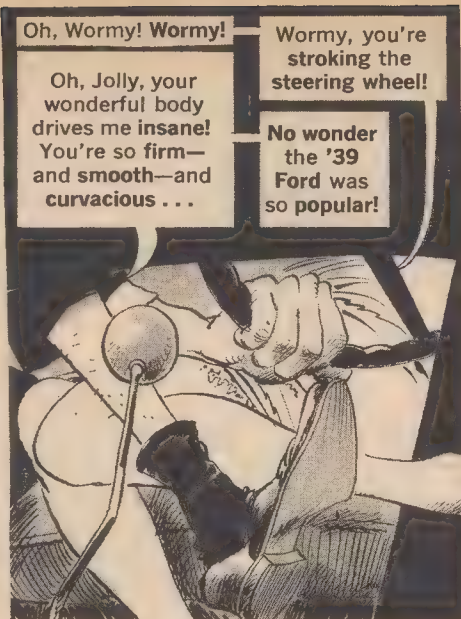




Wormy, please be gentle!  
This is my ...

247th time!

So far this week!!

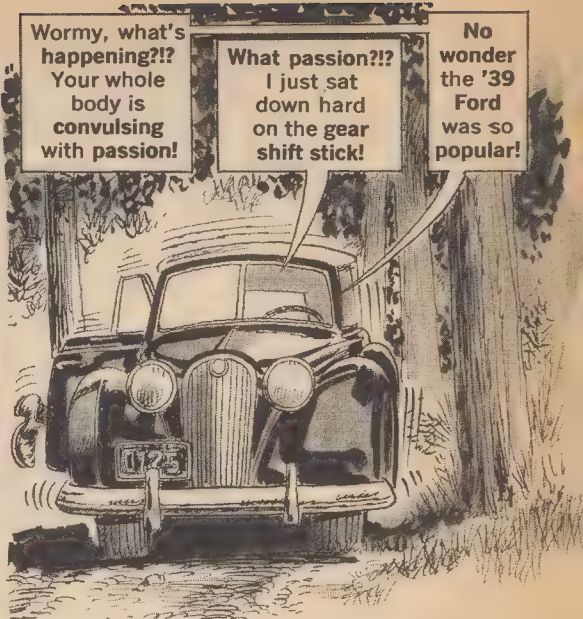


Oh, Wormy! Wormy!

Oh, Jolly, your wonderful body drives me insane! You're so firm—and smooth—and curvacious ...

Wormy, you're stroking the steering wheel!

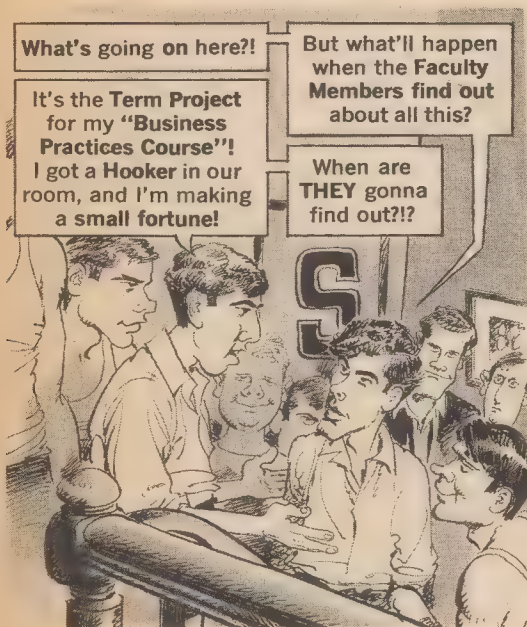
No wonder the '39 Ford was so popular!



Wormy, what's happening?!? Your whole body is convulsing with passion!

What passion?!? I just sat down hard on the gear shift stick!

No wonder the '39 Ford was so popular!



What's going on here?!

It's the Term Project for my "Business Practices Course"! I got a Hooker in our room, and I'm making a small fortune!

But what'll happen when the Faculty Members find out about all this?

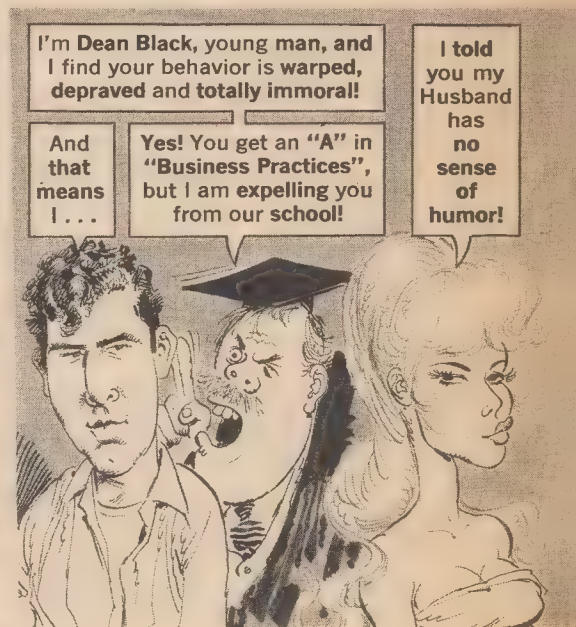
When are THEY gonna find out?!?



When it's their turn!

What number are you?

Uh ... "Pi R Square"!

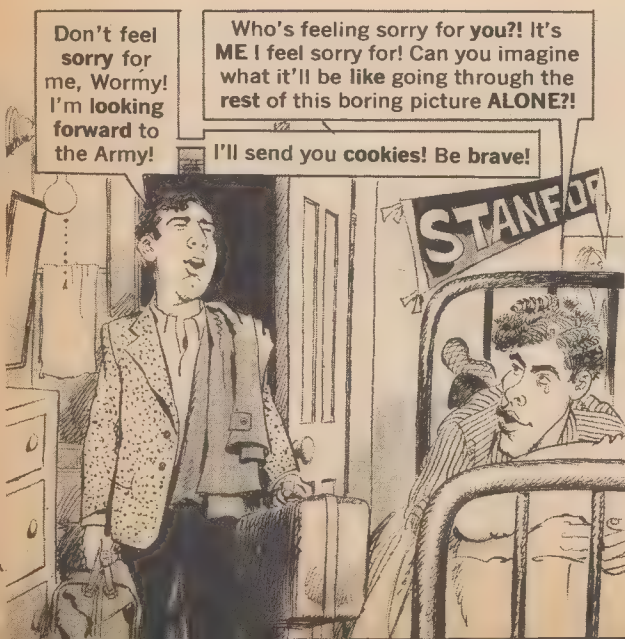


I'm Dean Black, young man, and I find your behavior is warped, depraved and totally immoral!

And that means I ...

Yes! You get an "A" in "Business Practices", but I am expelling you from our school!

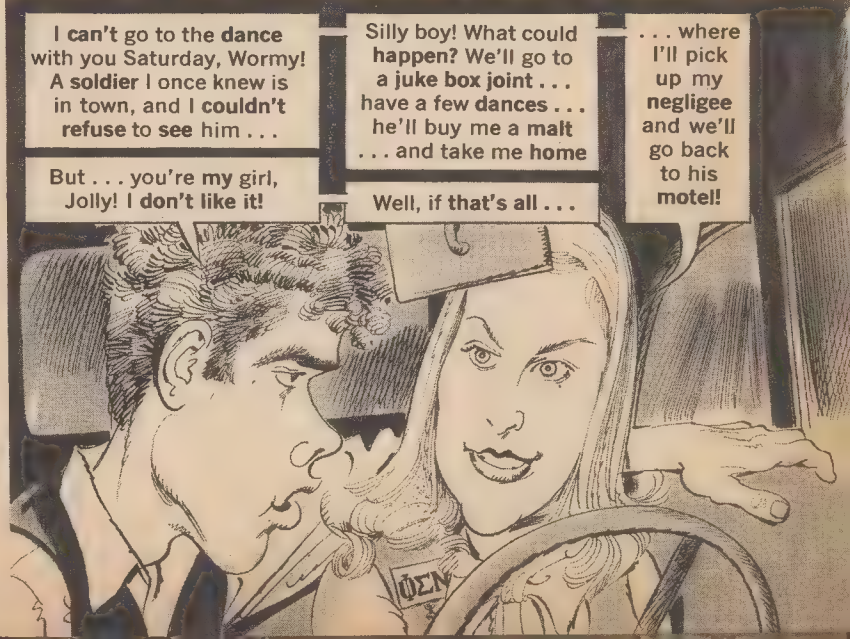
I told you my Husband has no sense of humor!



Don't feel sorry for me, Wormy! I'm looking forward to the Army!

Who's feeling sorry for you?! It's ME I feel sorry for! Can you imagine what it'll be like going through the rest of this boring picture ALONE?!

I'll send you cookies! Be brave!



I can't go to the dance with you Saturday, Wormy! A soldier I once knew is in town, and I couldn't refuse to see him ...

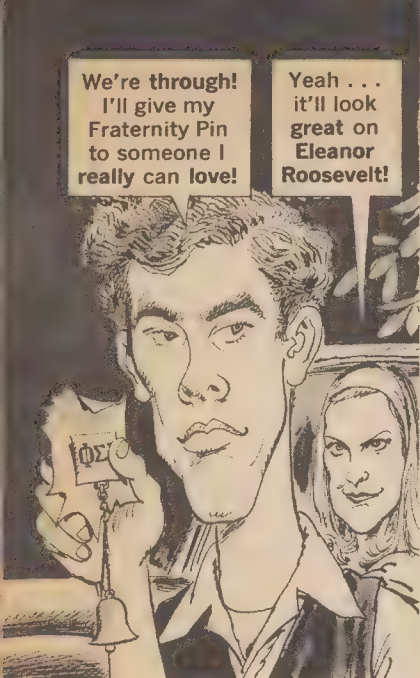
But ... you're my girl, Jolly! I don't like it!

Silly boy! What could happen? We'll go to a juke box joint ... have a few dances ... he'll buy me a malt ... and take me home

Well, if that's all ...

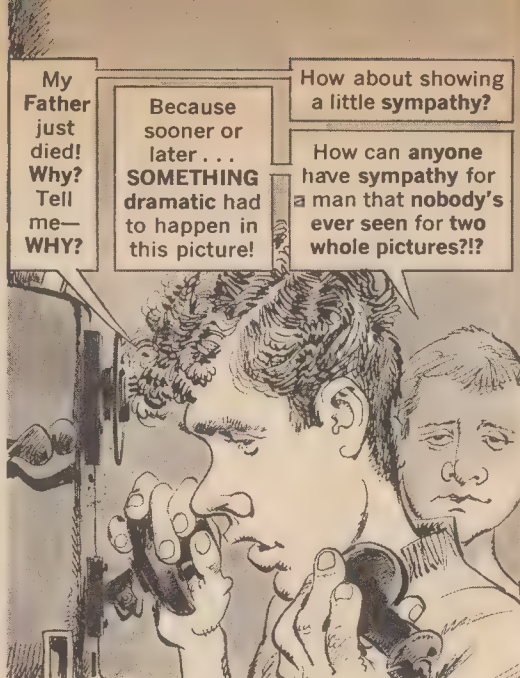
... where I'll pick up my negligee and we'll go back to his motel!





We're through!  
I'll give my  
Fraternity Pin  
to someone I  
really can love!

Yeah . . .  
it'll look  
great on  
Eleanor  
Roosevelt!

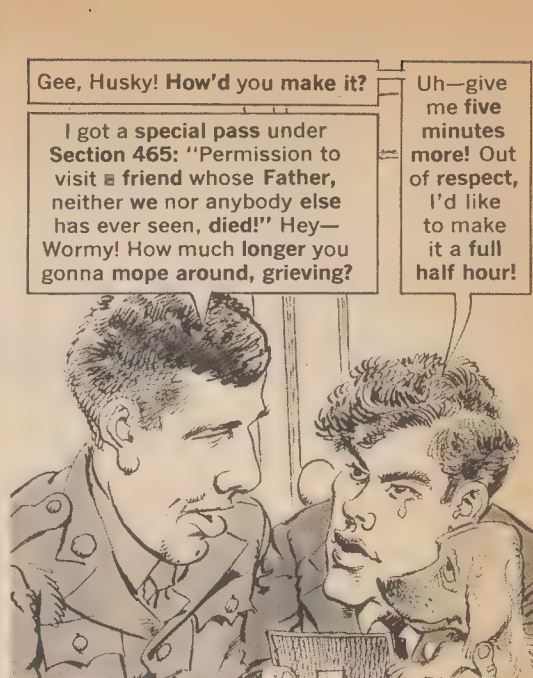


My  
Father  
just  
died!  
Why?  
Tell  
me—  
WHY?

Because  
sooner or  
later . . .  
**SOMETHING**  
dramatic had  
to happen in  
this picture!

How about showing  
a little sympathy?

How can anyone  
have sympathy for  
a man that nobody's  
ever seen for two  
whole pictures?!!



Gee, Husky! How'd you make it?

I got a special pass under  
Section 465: "Permission to  
visit a friend whose Father,  
neither we nor anybody else  
has ever seen, died!" Hey—  
Wormy! How much longer you  
gonna mope around, grieving?

Uh—give  
me five  
minutes  
more! Out  
of respect,  
I'd like  
to make  
it a full  
half hour!



I'd like  
to pay my  
respects  
to your  
Mother!

I forgot! We never  
met HER, either!

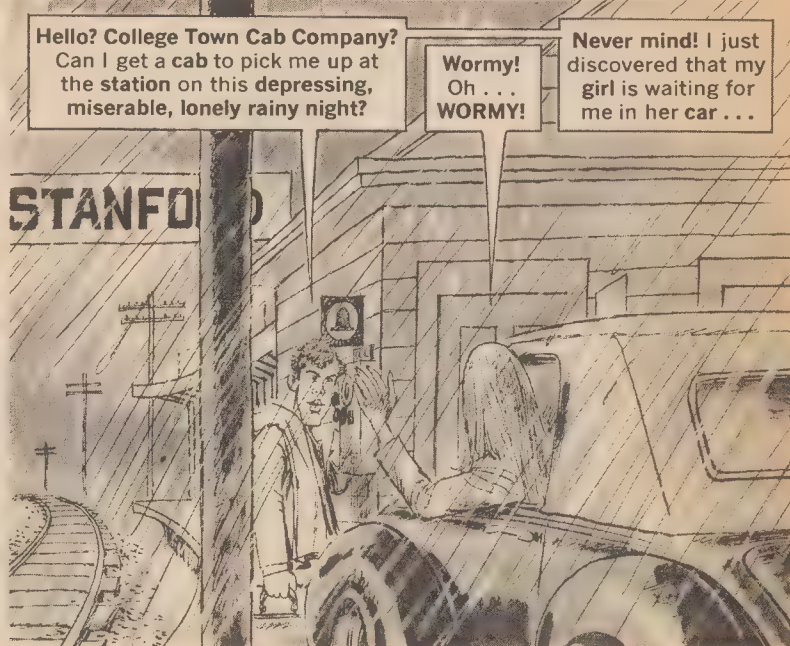
That  
won't  
be  
**TOO**  
hard!

'Cause  
nothing  
**HAS**  
happened  
since  
this  
movie  
began!!

Which one  
is she?!!

I've got to pick up  
the pieces of my  
life and go back to  
College, just as if  
nothing's happened!

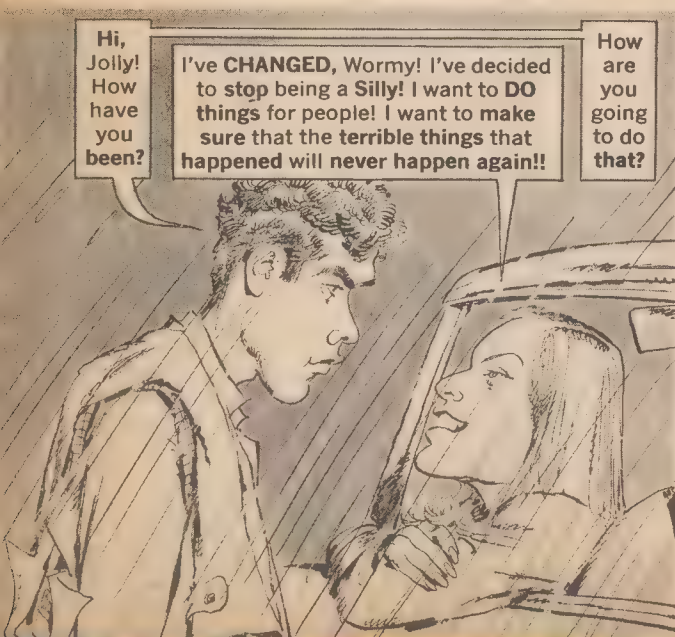
Why  
not?



Hello? College Town Cab Company?  
Can I get a cab to pick me up at  
the station on this depressing,  
miserable, lonely rainy night?

Wormy!  
Oh . . .  
**WORMY!**

Never mind! I just  
discovered that my  
girl is waiting for  
me in her car . . .



Hi,  
Jolly!  
How  
have  
you  
been?

I've **CHANGED**, Wormy! I've decided  
to stop being a Silly! I want to **DO**  
things for people! I want to make  
sure that the terrible things that  
happened will never happen again!!

How  
are  
you  
going  
to do  
that?

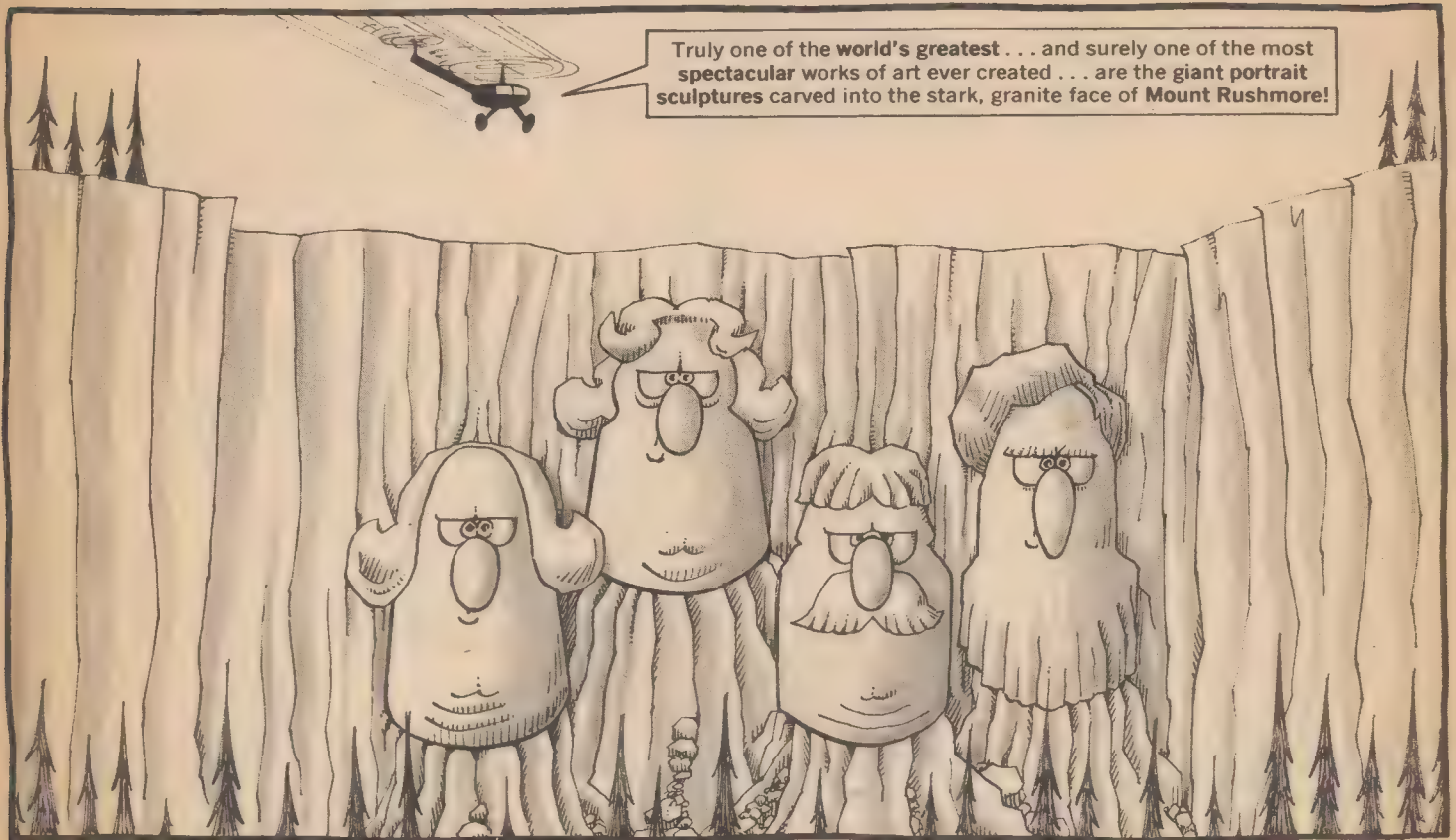


By making sure that there will **NEVER** be another  
sequel to these ridiculous nostalgia movies  
. . . like "The Class of '48", or whatever!

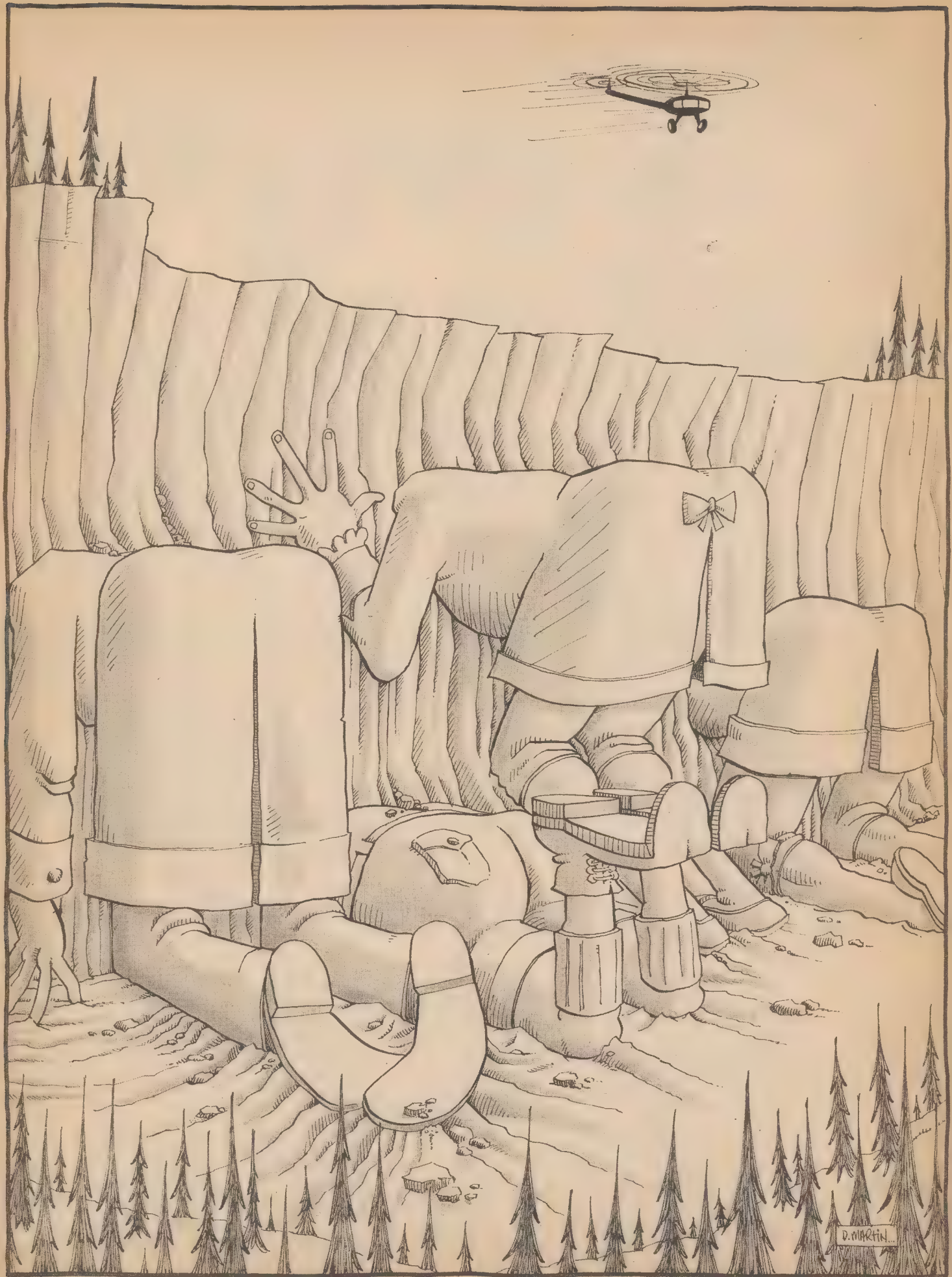
Help me,  
somebody!  
**HELP!!**



# ONE FINE DAY ON A GUIDED TOUR OF MOUNT RUSHMORE









**MINOR ADJUSTMENT DEPT.**

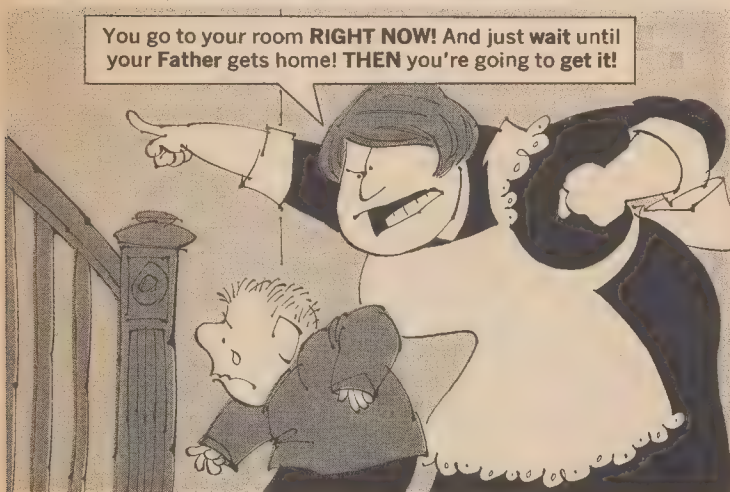
In past issues, we've taken "A MAD Look At Two College Generations" and "A MAD Look At Two High School Generations." With *this* article, we continue our pattern of regression . . . as we compare the *pre-adolescent* of the 40's with the younger set of today in this last (we hope) of a series entitled:

# A MAD LOOK AT TWO GRAMMAR SCHOOL GENERATIONS

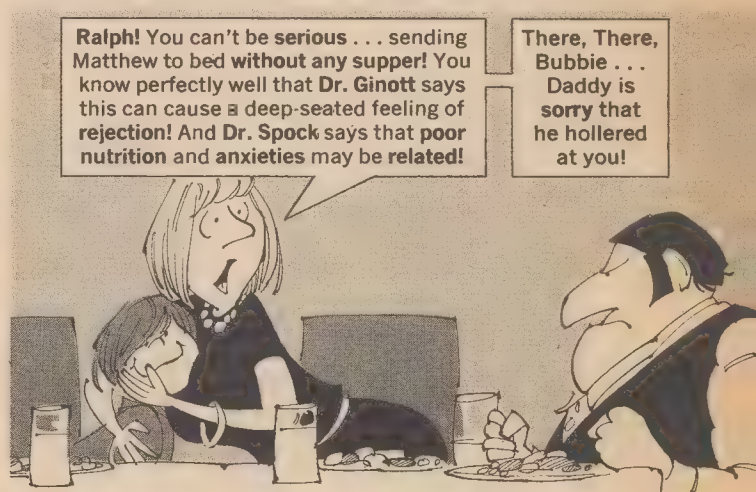
ARTIST: PAUL COKER, JR.

WRITER: LOU SILVERSTONE

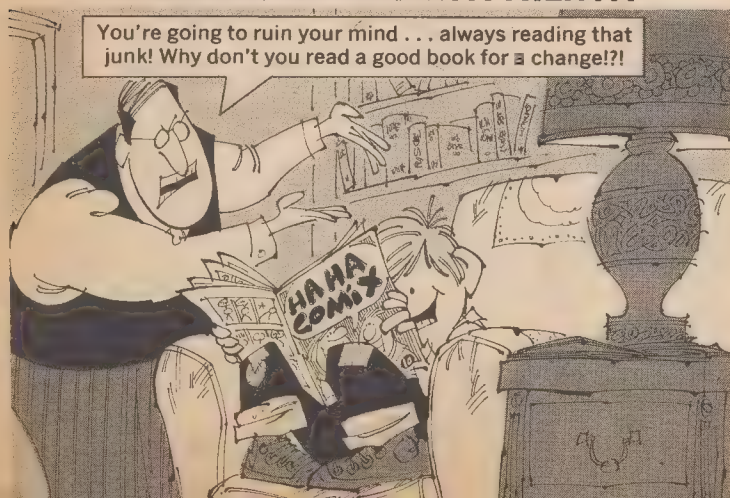
## DISCIPLINE... THEN...



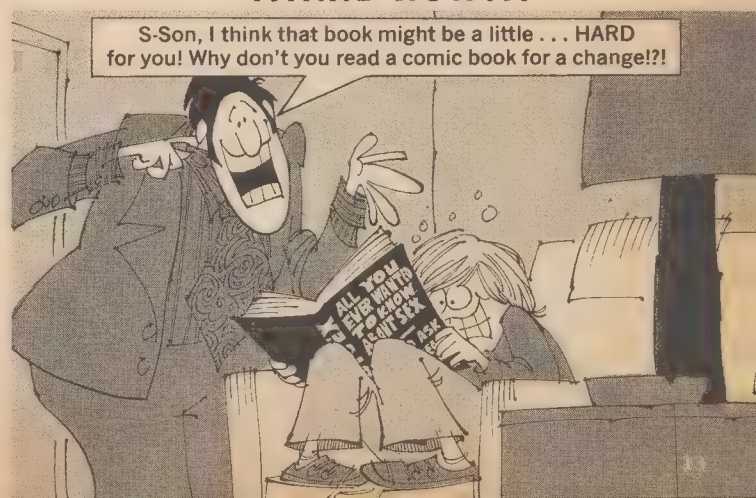
## ...AND NOW...



## READING MATERIAL... THEN...

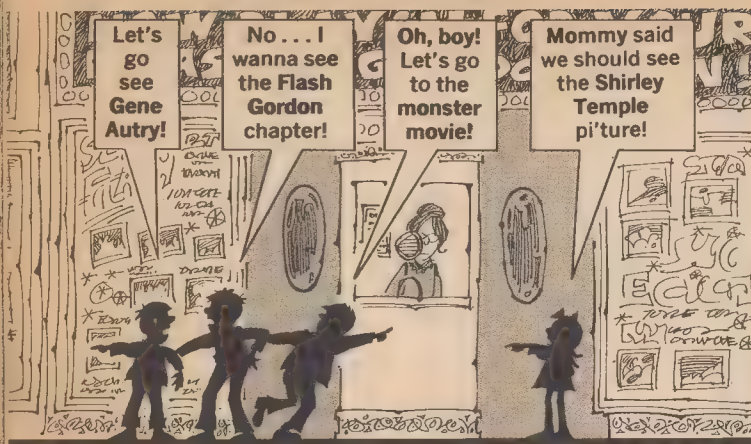


## ...AND NOW...

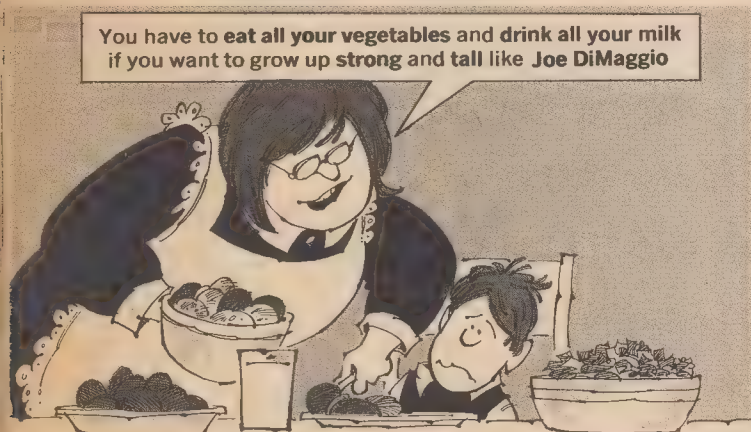




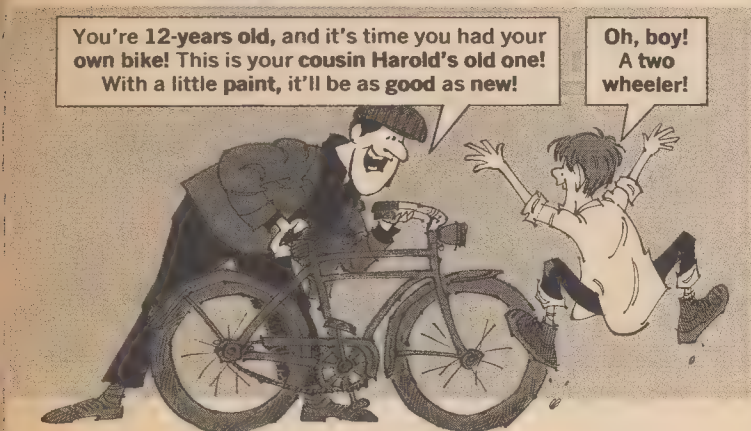
## MOVIES... THEN...



## HEROES... THEN...



## BICYCLES... THEN...



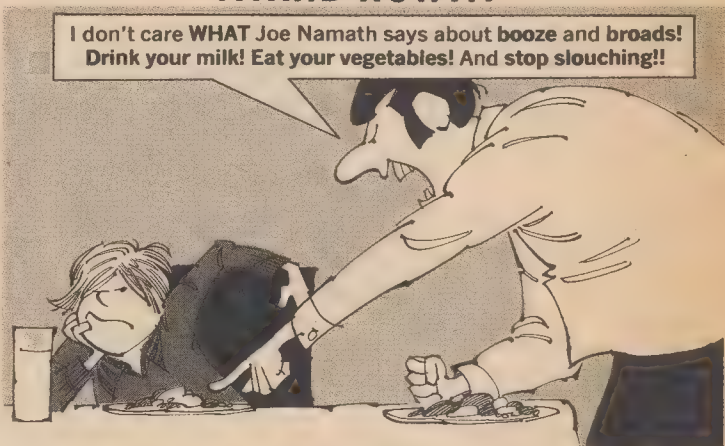
## RACE RELATIONS... THEN...



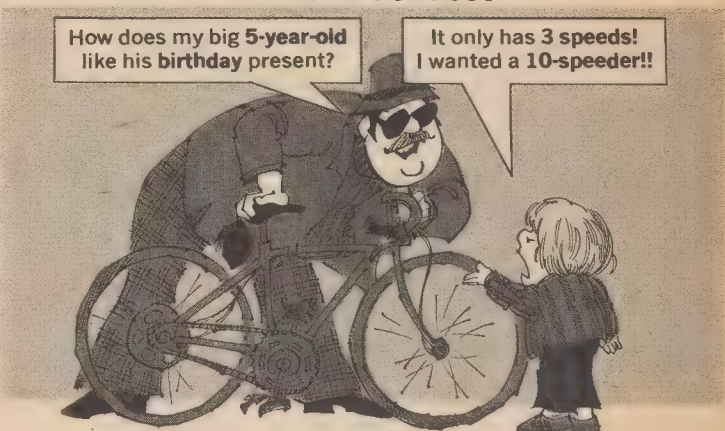
## ...AND NOW...



## ...AND NOW...



## ...AND NOW...



## ...AND NOW...

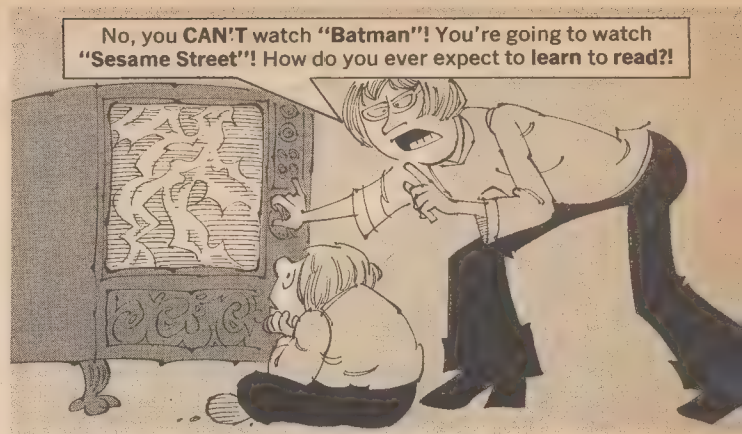




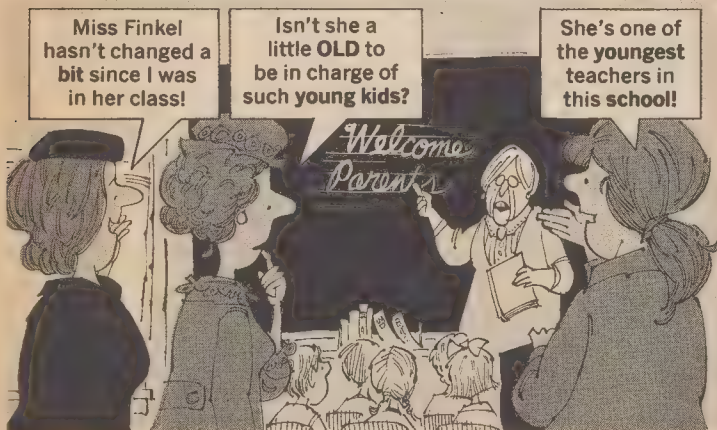
## EDUCATION IN THE HOME... THEN...



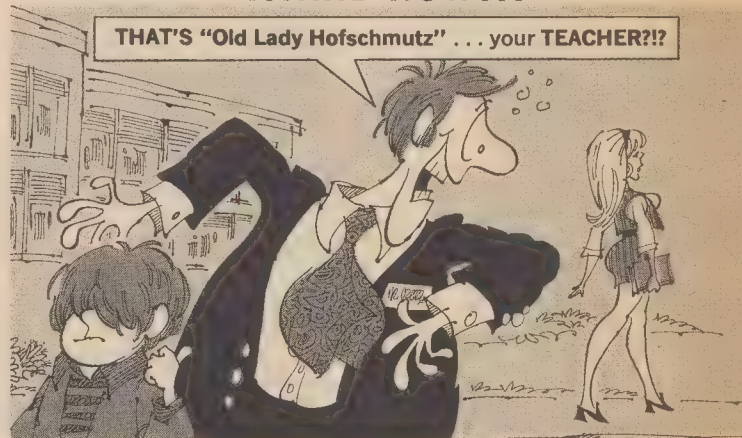
## ...AND NOW...



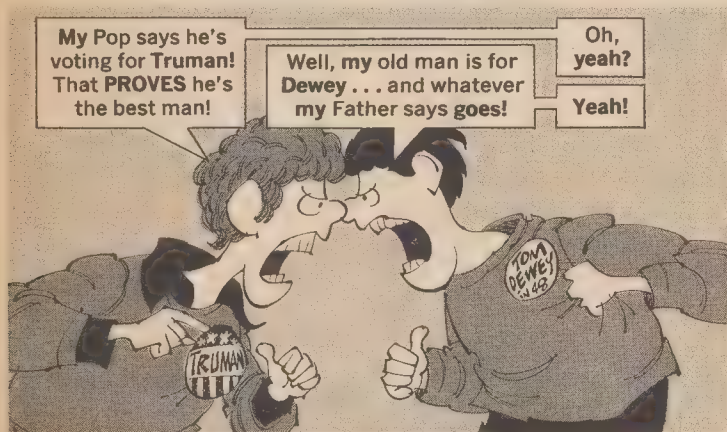
## SCHOOL TEACHERS... THEN...



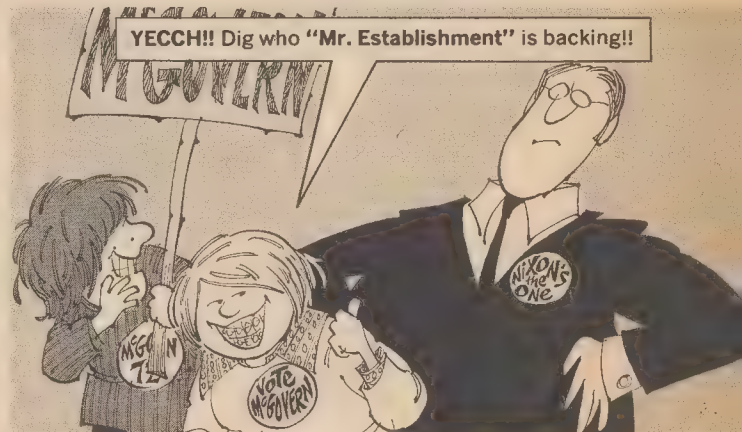
## ...AND NOW...



## POLITICS... THEN...



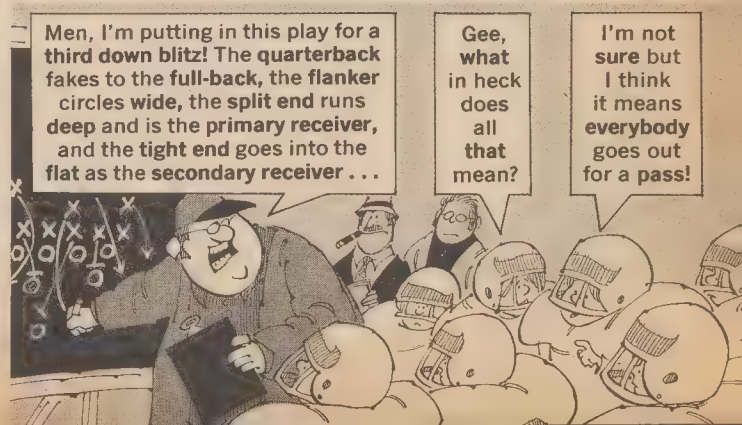
## ...AND NOW...



## SPORTS... THEN...



## ...AND NOW...





Those damn kids! They were always yelling about "The Establishment"! I got sick and tired of hearing about "The Establishment"!!

I hate big-mouth fresh kids!

And then there was that lack of respect they showed for their elders, saying, "Never trust anybody over thirty!"!

I hate big-mouth fresh kids!

And then there was all their screaming about politicians in high places being "warmongers" and "immoral" and "corrupt"!

OH... HOW I HATE THEM BIG-MOUTH FRESH KIDS!!

Especially when they're right!



BERG'S-EYE VIEW DEPT.

## THE LIGHTER SIDE OF...

# COR

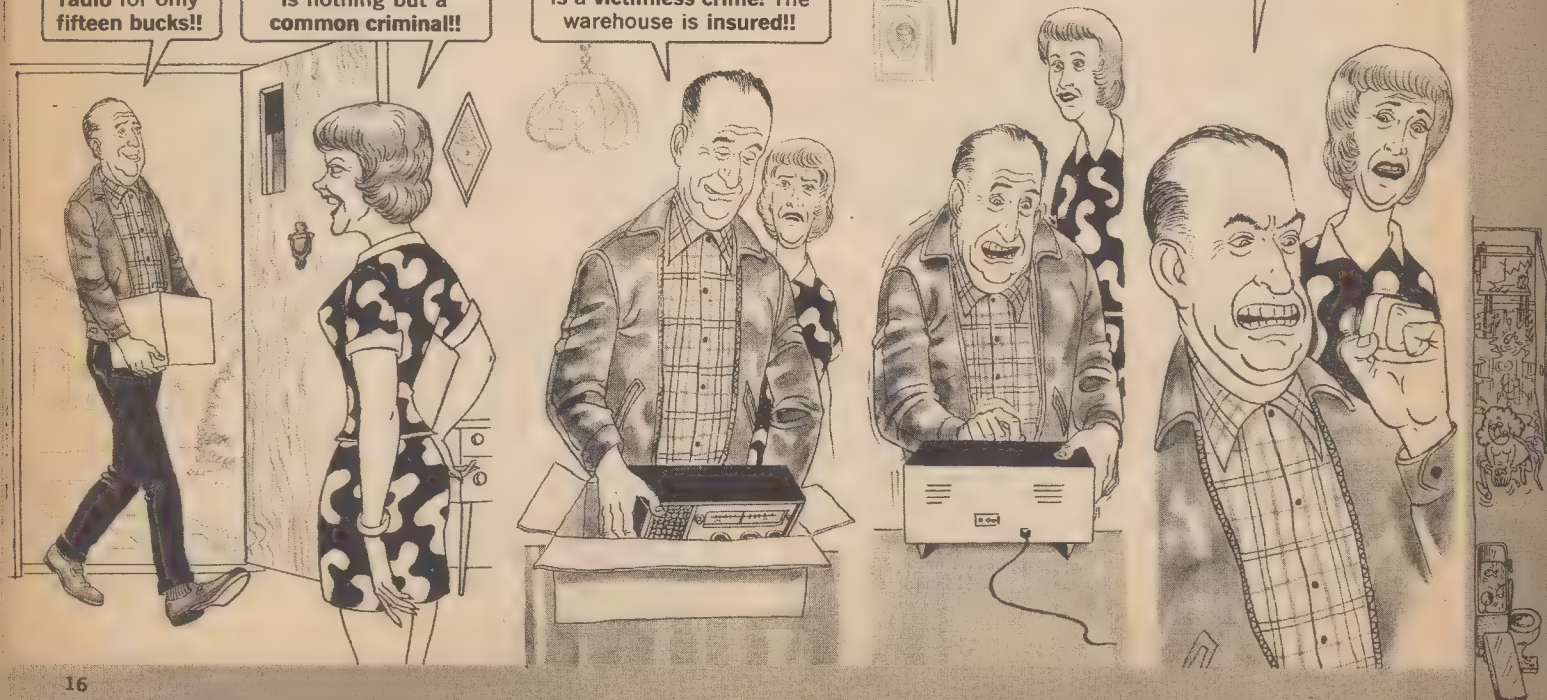
Look what I got! Pete Moss sold me this hundred dollar radio for only fifteen bucks!!

Pete Moss? He works in a warehouse! Don't you realize he stole that radio! That man is nothing but a common criminal!!

Don't say that about ol' Pete! He's a Church-going man! I bowl with him every Friday! Besides, pilfering is a victimless crime! The warehouse is insured!!

Hey! This radio doesn't work!!

THOSE MAUFACTURERS ARE ALL A BUNCH OF DIRTY LOUSY CROOKS!

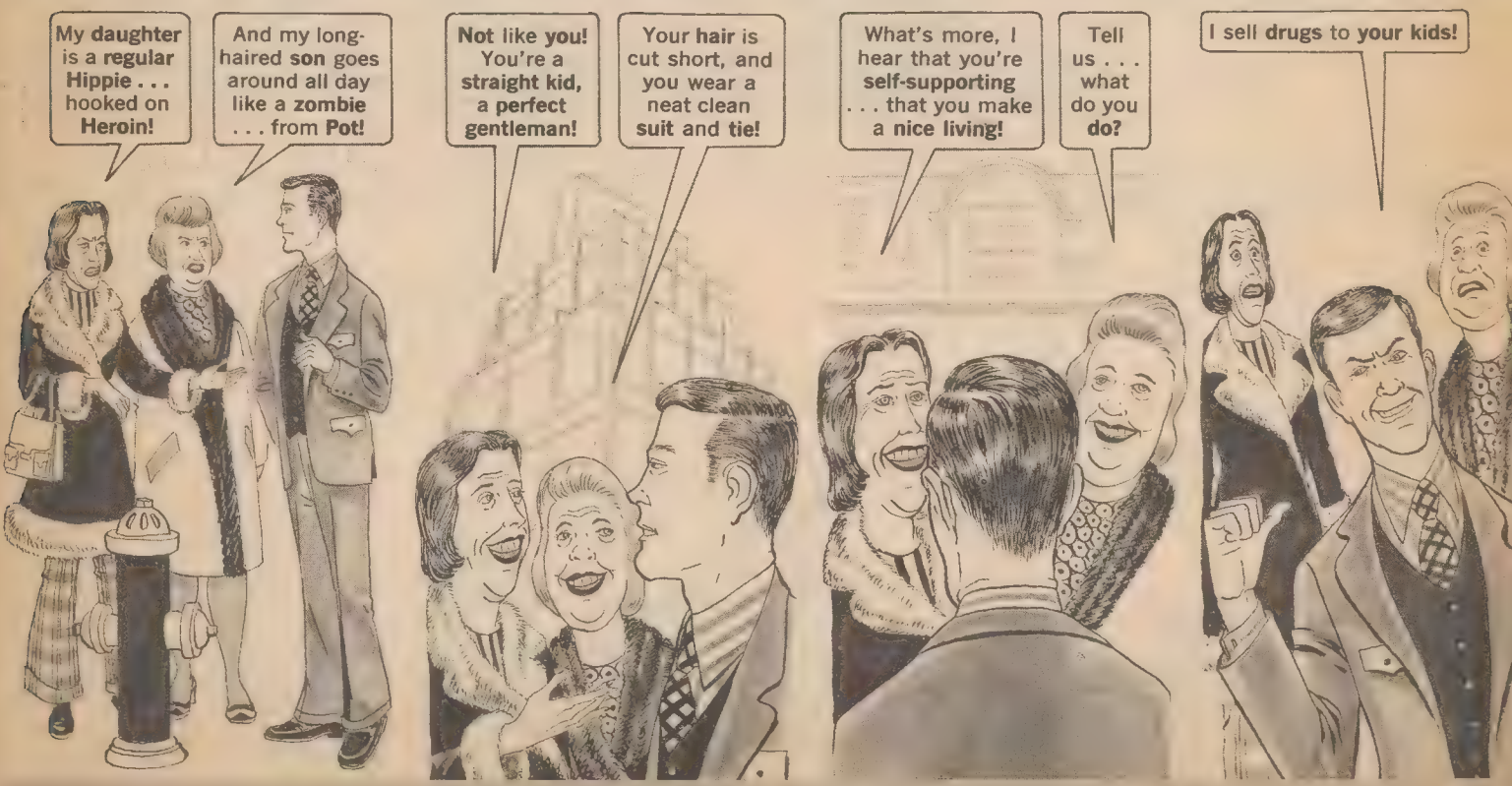






# RUPTION

ARTIST & WRITER: DAVE BERG





I got a passing mark on my term paper!

Oh, wow! How'd you get it?

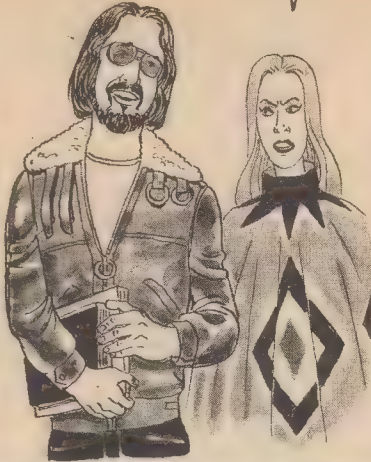
I didn't! Charlie McGilla got it FOR me, after he got HIS!!

Oh . . . ? So what did you get?

An "A+!"

And what'd Charlie McGilla get . . . ?

FIFTY BUCKS!!



My goodness, Harriet! Why are you wearing that neck brace?

I was in a terrible auto accident!

While I was backing up, this jerk in a parked car slammed into me, and I suffered this painful whiplash! So now, I'm suing him!

When will you be able to take off the neck brace?

Every doctor gives me the same answer . . .

The moment I win the case!



I'll be fränk! You've got a problem!

Oh, my God! I've got an incurable disease!

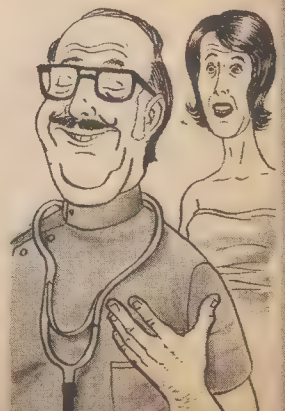
Calm down! You don't have an incurable disease! All it calls for is a minor operation! It can be done right here in my office!

Oh . . . that's a relief!

Now, the procedure will cost you \$500 . . . or \$300 if you pay me in cash so I don't have to declare it!

But if I pay you in cash, I can't deduct it!

Like I said . . . you've got a problem!





Don't bother me now! I'm filling out my Expense Account!

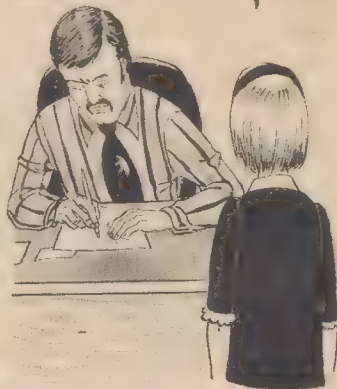
What's an Expense Account, Daddy?

Well . . . I am employed by a large Corporation which allows me to incur certain expenses in the pursuit of additional business! This permits me to itemize and exaggerate these outlays, for which I'm profitably reimbursed!

But, you're too young to understand!

No, I'm not!

It means you're **STEALING**!



That's a rather expensive-looking slide rule! Where did you get it?

I stole it from school!

You—you **STOLE** it!?! What's happening in this country?!? There's a total moral breakdown! These are the first days of the **LAST** days! Don't you know it's dishonest to steal?!?

If you wanted a slide rule that badly, why didn't you **TELL** me?

I would've brought one home from the **OFFICE**!!



Wh-what you are planning to do is dishonest!

Big deal! Who isn't into graft or kickbacks or fee-splitting or some racket!?!?

But you'll never get away with it!

Of course I will! Who's gonna know?!?

I swear, corruption is worse today than it's ever been before!

No, it's not!

The only difference is, today we have instantaneous electronic communications!

You said it, kiddo!!





What kind of dumb kids have we brought up? They take foreign substances like drugs, and they deliberately inject them into their bodies in order to dull their senses and scramble their brains!

Not only that, but they become addicted! Every time the pressure is on, they escape by using these drugs they've become dependent upon!

I want to run . . . to seek sanctuary . . . to find some place, some thing that will wipe out this awful truth from my mind!

I know the very place and thing!

# BAR



Excuse me, Warden! Number 87654 asks for permission to speak to you!

Okay! Send him in . . .

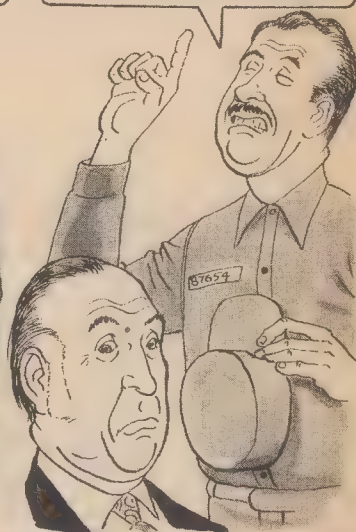
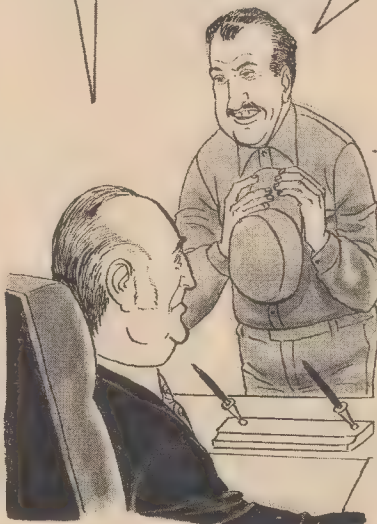
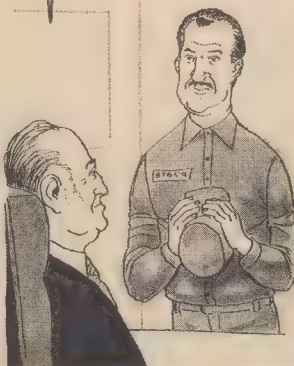
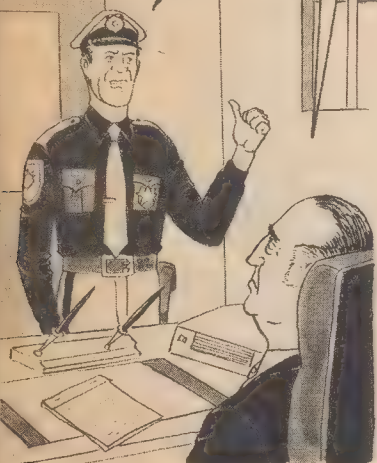
Oh, yes! You're the ex-politician who misappropriated half a million dollars in campaign contributions for your personal use?

That's right, sir!

Okay! What can I do for you?

Well, my Cellmate is in here for "purse snatching"—

—and I think it's beneath my station to share my cell with a **COMMON CRIMINAL!**

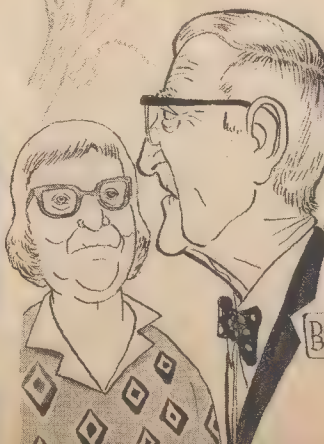


Just what **IS** this thing all the kids are talking about—

"**THE NEW MORALITY**"?!!?

Oh, is **THAT** what it is?!? When I was a kid, we had **ANOTHER** name for it—

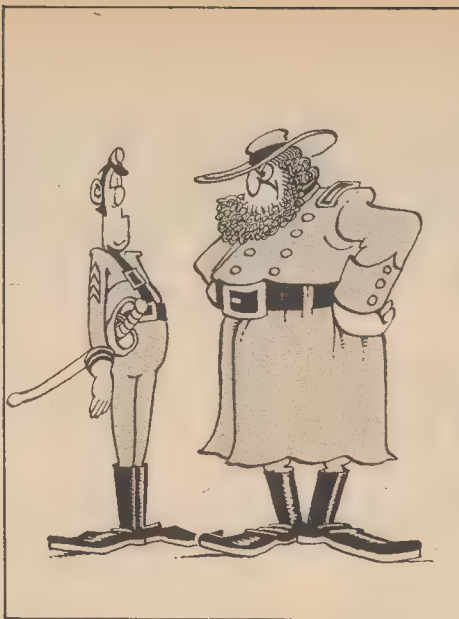
"**THE OLD IMMORALITY**"!!!



David Berg



# ONE FINE DAY DURING THE CIVIL WAR





# TRUE-TO-FORM DEPT.

Years ago, applying for a job was easy. Whether you wanted to be an Architect or a Zookeeper, you filled out the same simple form. Which is why so many Architects are now Zookeepers. But

# RELEVANT JOB



## APPLICATION FOR LONGSHOREMAN

NAME \_\_\_\_\_  
 ALIAS \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 IS THE ABOVE ADDRESS FAKE \_\_\_\_\_ OR REAL \_\_\_\_\_  
 YEARS OF EDUCATION: 0 \_\_\_\_\_ 1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_

PRESENT WEEKLY SALARY: ☐ \$100 ☐ \$125 ☐ \$150  
 PRESENT WEEKLY TAKE HOME PAY (INCLUDING OVERTIME AND SIDE DEALS): ☐ \$2,500 ☐ MORE

So that we may properly evaluate your knowledge of modern freight handling, please answer the following questions:

- A. FROM WHAT HEIGHT MUST A CRATE OF FINE CHINA BE DROPPED IN ORDER TO ASSURE BREAKAGE OF EVERY PIECE? \_\_\_\_\_  
 B. HOW LONG SHOULD IT TAKE TO UNLOAD 24 RADIOS FROM A SHIP? \_\_\_\_\_  
 4 HOURS \_\_\_\_\_ A FULL DAY \_\_\_\_\_ A MONTH \_\_\_\_\_  
 C. HOW LONG SHOULD IT TAKE TO LOAD 24 RADIOS INTO YOUR CAR? \_\_\_\_\_  
 1 MINUTE \_\_\_\_\_ 2 MINUTES \_\_\_\_\_ 3 MINUTES \_\_\_\_\_ 5 MINUTES \_\_\_\_\_  
 D. WHAT IS THE LONGEST YOU SHOULD LEAVE UNPACKED BOXES OF IMPORTED LINEN IN THE RAIN? \_\_\_\_\_ 1 HOUR \_\_\_\_\_ 1 DAY \_\_\_\_\_ 1 WEEK \_\_\_\_\_

How many Color Television Sets do you own? ☐ 5 ☐ 10 ☐ 15  
 (If more than 15, or less than 5, please explain: \_\_\_\_\_)

Although "Public Speaking" is not part of your job, please answer the following questions concerning your vocabulary:

- A. THE MOST WORDS I HAVE EVER UTTERED CONSECUTIVELY WITHOUT USING ONE PROFANITY IS ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6  
 B. WHICH IS CORRECT: ☐ "IS YOUSE GUYS GOIN' FER A BEER?"  
 OR ☐ "AIN'T YOUSE GUYS GOIN' FER A BEER?"

## APPLICATION FOR PROFESSIONAL FOOTBALL PLAYER

NAME (WHAT THEY CALL YOU) \_\_\_\_\_  
 ADDRESS (WHERE YOU LIVE) \_\_\_\_\_  
 AGE (HOW MANY YEARS OLD YOU ARE) \_\_\_\_\_  
 HEIGHT (HOW MANY INCHES FROM FLOOR TO TOP OF YOUR HEAD) \_\_\_\_\_  
 WEIGHT (HOW MANY POUNDS YOU WEIGH) \_\_\_\_\_

Since all Professional Football Players have been to College (Remember those ivy-covered buildings where you and your books went for four years?), please answer the following questions in order to prove that you've got as much brains as you have brawn!

- (A) THERE ARE 11 MEN ON A FOOTBALL TEAM.....TRUE ☐ FALSE ☐  
 (B) THERE ARE 4 QUARTERS IN A FOOTBALL GAME.....TRUE ☐ FALSE ☐  
 (C) A FOOTBALL FIELD IS 100 YARDS LONG.....TRUE ☐ FALSE ☐  
 (D) PLAYBOY MAGAZINE HAS A CENTERFOLD NUDE.....TRUE ☐ FALSE ☐

(To pass the above test, you must get at least 1 out of 4 correct!)

Which of the following products do you use and can you endorse?

- ☐ RAZOR BLADES ☐ SHAVING CREAM ☐ DEODORANT ☐ HAIR SPRAY  
☐ NAIL POLISH (EXPLAIN FULLY \_\_\_\_\_)  
☐ YOU NAME IT, AND IF IT PAYS ENOUGH DOUGH, I'LL ENDORSE IT!

Although it is not absolutely necessary, if an emergency arises, do you know how to play Football? ☐ YES ☐ NO ☐ MAYBE

## APPLICATION FOR ROCK STAR

NAME \_\_\_\_\_  
 LOCATION OF PAD \_\_\_\_\_

Can you sing\* an entire song so that not one single word is intelligible ..... ☐ YES ☐ NO  
 (\*If you can only speak an entire song so that not one word is intelligible, request application for Train Station Announcer)

Which of the following musical instruments can you play well?

- ☐ ELECTRIC GUITAR ☐ ELECTRIC ORGAN ☐ ELECTRIC PIANO  
☐ ELECTRIC BONGOS ☐ ELECTRIC DRUMS ☐ ELECTRIC CHAIR

I can play my musical instrument louder than the following:  
☐ GARBAGE TRUCK ☐ PNEUMATIC HAMMER ☐ BOEING 747

Starting at the bottom, becoming a big million-record seller, and finally a has-been Rock Star requires time and patience. How much time will you be able to devote to your music career?

- ☐ TWO WEEKS ☐ A MONTH ☐ AS LONG AS NEEDED (6 Mo. Max.)

A successful Rock Star must adopt the "Now" Look! Do you have:  
☐ SIDEBURNS ☐ A BEARD ☐ A MOUSTACHE ☐ ALL THREE  
 (Answering "yes" to any or all of the preceding items will be considered the "Now" Look only if you happen to be a girl!)

If you are applying for a job as one of the new, very young Rock Stars, what is the latest you can stay up to do a concert?

- 8:00 P.M. ☐ 9:00 P.M. ☐ 10:00 P.M. ☐ MIDNIGHT ☐

## APPLICATION FOR TV WEATHERMAN

NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 AGE \_\_\_\_\_ WEIGHT \_\_\_\_\_  
 BODY TEMPERATURE \_\_\_\_\_ HUMIDITY \_\_\_\_\_

Since you will be called upon to fill a full five minutes, describe the following in 1,000 meaningless words or more:  
 "AND NOW, HERE'S THE FORECAST FOR TOMORROW:" \_\_\_\_\_

(Continue on the back of the application)

Today's TV News Shows lean toward the light and humorous, so please describe the following Weather Items in "fun" terms:

- (A) A TYPHOON THAT KILLED 920 PEOPLE \_\_\_\_\_  
 (B) A TIDAL WAVE THAT ANNIHILATED TWO FISHING VILLAGES IN ALASKA \_\_\_\_\_  
 (C) AN EARTHQUAKE THAT CAUSED \$780 MILLION IN DAMAGES \_\_\_\_\_

Which of the following scientific methods would you use to determine the precipitation probability for the next 24 hours?

- ☐ ASK YOUR AUNT MINNIE IF HER RHEUMATISM IS ACTING UP.  
☐ WET YOUR INDEX FINGER AND HOLD IT UP IN A BREEZE.  
☐ CALL THE WEATHER BUREAU OR LISTEN TO THE RADIO.

Do you have a knowledge of geography so that you may talk to a man at the same time, locating the correct \_\_\_\_\_



today we live in an age of specialization. Every job requires special qualifications! So we think it's about time they started asking realistic, pertinent questions, like on these . . .

# APPLICATIONS

WRITER: DICK DE BARTOLO & DON EPSTEIN

## APPLICATION FOR TV GAME SHOW M.C.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
NUMBER OF TEETH \_\_\_\_\_ NUMBER OF TEETH CAPPED \_\_\_\_\_

How long can you keep smiling inanely without a break?  
☐ 1 HOUR ☐ 1 WEEK ☐ 13 WEEKS ☐ A FULL TV SEASON

Can you keep on laughing inanely even though you have:

- ☐ A HEADACHE ☐ A NOSEBLEED ☐ AN INGROWN TOENAIL  
☐ STOMACH CRAMPS ☐ SHOW THAT'S JUST BEEN CANCELLED  
☐ A PENDING PATERNITY SUIT FILED BY FORMER CONTESTANT

Are you willing to kiss a female contestant even if:

- ☐ SHE'S UGLY ☐ SHE HAS ACNE ☐ SHE HAS BAD BREATH  
☐ SHE HAS A MOUSTACHE ☐ ALL OF THE PRECEDING

Can you accept an Award for Outstanding TV Showmanship from "The Ladies Auxiliary and Peach Preserving Committee" of Toyota, N.J., and keep a straight face?—

Can you drum up lots of excitement when giving a starving couple a prize like "Gold-Tipped Shoe Laces"?—

## APPLICATION FOR PARKING LOT ATTENDANT

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_

Which of the following excuses is your favorite (Check one)?

- ☐ YOU'RE CRAZY! THE CAR WAS DENTED WHEN YOU BROUGHT IT IN!  
☐ HOW DO I KNOW HOW A 1948 ENGINE GOT INTO YOUR 1937 CAR?  
☐ I'M SORRY, BUT WE CANNOT BE RESPONSIBLE FOR ANY ARTICLES LEFT IN YOUR CAR! ARE YOU SURE THERE WAS ANY UPHOLSTERY?

Being auto accident prone is required. List your last four auto accidents in the order in which they came into court:

1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_  
4. \_\_\_\_\_

What is the fastest you are capable of driving in a garage?

- ☐ 30 MPH ☐ 60 MPH ☐ 90 MPH ☐ WHAT THE CAR WILL DO

What is the proper thing to do to a customer who doesn't tip?

- ☐ HOLD DOOR TILL HE GETS IN, THEN SLAM IT ON HIS FINGERS!  
☐ GIVE HIM THE "ALL CLEAR" SIGNAL AS HE DRIVES OUT OF THE LOT, EVEN THOUGH YOU KNOW A SPEEDING TRUCK IS COMING!!  
☐ TAKE HIS LICENSE NUMBER AND REPORT IT AS A STOLEN CAR!!

Do you have a Driver's License in good standing?

YES ☐ NO ☐

When someone tells you he's only going to be parked for 15 minutes, how far back do you bury his car? ☐ 5 CARS BACK

☐ 10 CARS BACK ☐ ACROSS TOWN IN ANOTHER LOT

## APPLICATION FOR ACCOUNTANT

1. NAME \_\_\_\_\_  
2. ADDRESS \_\_\_\_\_  
3. ZIP CODE \_\_\_\_\_  
4. TELEPHONE NUMBER \_\_\_\_\_  
5. TOTAL OF LINES 1 THROUGH 4 \_\_\_\_\_  
6. NUMBER OF YEARS IN HIGH SCHOOL \_\_\_\_\_  
7. NUMBER OF YEARS IN COLLEGE \_\_\_\_\_  
8. NUMBER OF YEARS AT LAST JOB \_\_\_\_\_  
9. ANY NUMBER FROM 1 TO 10 \_\_\_\_\_

10. Contrary to popular belief, Accountants need not be dull and boring. In order to assess your sense of humor, please indicate which of the following hysterical punchlines you think is the funniest:

- ☐ "OH, YEAH? THAT SHOWS HOW MUCH YOU KNOW!"  
☐ "SO BIG DEAL! HE ALWAYS WAS A BIG TIPPER!"  
☐ "HE'S NOT HEAVY, FATHER! HE'S MY BROTHER!"

11. Write down a funny decimal \_\_\_\_\_

12. If a single man makes \$25,000 a year, approximately how much Income Tax would he have to pay if you were his Accountant and you filled out his Tax Return?

- ☐ \$9,000 ☐ \$8,000 ☐ \$5,000 ☐ \$18.39

13. If you picked \$18.39, approximately how long do you think your client would have to spend in jail?

- ☐ SIX MONTHS ☐ SIX YEARS ☐ SIXTY YEARS ☐ LIFE

14. When one of your clients is ordered to appear at the Internal Revenue Service office for an audit of his Tax Return, do you ☐ GO WITH HIM ☐ SEND HIM ALONE ☐ DENY KNOWING HIM ☐ GO ON A VACATION

## APPLICATION FOR SCHOOL TEACHER

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_

Being a modern Teacher requires a good education in a variety of subjects. Check those subjects that you feel you know well:

- ☐ STOPPING A GANG WAR ☐ DEFENDING YOURSELF AGAINST A KNIFE  
☐ DISARMING A STUDENT WITH A GUN ☐ SPOTTING A DOPE PUSHER  
☐ CONTROLLING VD ☐ A LITTLE MATH, ENGLISH, HISTORY & SCIENCE  
(THIS CATEGORY IS NOT ABSOLUTELY ESSENTIAL)

What do you give a kid who acts real tough and sassy in class?

- ☐ STRAIGHT A'S ☐ STRAIGHT B'S (WITH YOUR SINCERE APOLOGY)  
When should a Teacher take his or her first Sabbatical Leave?

- ☐ AFTER 7 YEARS ☐ AFTER 5 YEARS ☐ AFTER THE FIRST DAY  
If a troublesome student brings you an apple, should you . . .

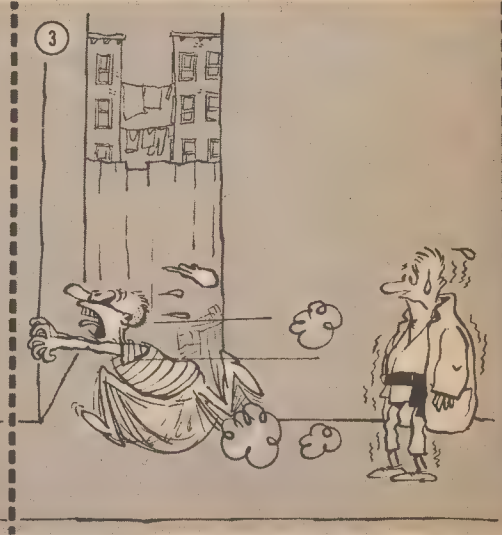
- ☐ THANK HIM AND EAT IT ☐ MAKE SURE IT ISN'T TICKING

## APPLICATION FOR FEDERAL, CITY, OR STATE EMPLOYEE

NAME \_\_\_\_\_  
(If Above line is filled in, you're hired!)



# A MAD LOOK

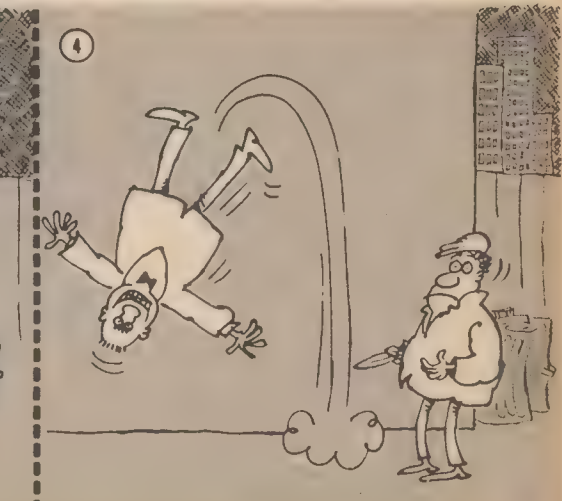




# AT KARATE



ARTIST & WRITER: SERGIO ARAGONES









In an age of gaps (generation, credibility, etc.), perhaps the one least likely to be bridged is that between labor and management. What with spiraling prices, bankruptcies, recessions and the like, it seems nearly impossible that settlements will be reached *before* the damage is done. Now that we've cheered you up a bit, MAD presents a preview of the magazine bound to result from this lunacy:

# Picket & Strike

A Magazine for the Modern Unionist

**JAN.  
1974**

Price:  
**FREE**  
to  
Union  
Members  
(COMES  
OUTTA DUES!)  
**\$15.00**  
to Scabs!

## IN THIS ISSUE

### AN OPEN LETTER TO MANAGEMENT:

Stop raising prices and join  
us in the battle against  
inflation by granting us the  
badly needed thirty-hour  
week with no pay cut!

■ ■ ■

### "JIMMY WAS A PRINCE" BY #243546

The Real Jimmy Hoffa as  
told by his former cellmate  
and private prison valet.

■ ■ ■

### UNION DUES AND DON'TS

by former Union Treasurer  
Skip Townes from his  
Estate in Rio De Janeiro.

■ ■ ■

### "ONE STRIKE AND YOU'RE OUT— OF BUSINESS!"

Major League Umpires  
present demands to  
Baseball Owners.

■ ■ ■



Members of Local 1193 demonstrate loyalty to the Administration's foreign policy at recent patriotic lunchtime rally. Right on, guys!



## EDITORIAL: The Right to Wear Lapel Buttons

The Labor Movement is facing its sternest challenge since the epic fight for the coffee break! The management of certain companies are refusing to let their employees wear an American flag in their lapels, claiming this violates the contracts which state that no lapel buttons shall be worn.

We're not against that rule! In face, we heartily endorse it! Peace symbols, Black Power, ecology, and all of them other Commie buttons are a disgrace! But that stupid rule should not apply to the flag or other patriotic pro-Nixon buttons! After all, it is our flag, and he is the President! Right?

So we say fix the rules that need fixing, or we'll exercise our God-given right and strike! We're calling on all you loyal, God-fearing, dues-paying members to wear that Grand Old Flag wherever and whenever you choose! And we got ways of dealing with traitors that don't like it!

*The Editor*

### Picket & Strike CLASSIFIED ADS

#### MERCHANDISE FOR SALE

Annual Stevedore and Teamsters Rumage Sale of unclaimed merchandise that accidentally falls off trucks at the pier. TV's, radios, washing machines, etc., all in perfect shape. If we don't have exactly what you want, place an order—there are accidents every day and your needs might just be met. All profits go to our favorite charity—the Union Officers Retirement Fund. Saturday, Pier 15.

Bumper stickers: "Jimmy Hoffa for President in '76" and other patriotic themes are available in large lots at low costs. Makes a great fund raiser for your local.

Box 567 NYC

#### SITUATION WANTED

Coal stoker on Diesel train seeks light employment to help pass the time on long runs. Can stuff envelopes, test foods and beverages, cut out newspaper clippings, etc. Write: Casey Jones, Box 97, Wabash, Ill.

#### SERVICES

BLOW-UPS  
Reasonable Rates

No, we don't mean snapshots, dummy! We mean like cars, buildings, homes etc. No questions asked. Send details, we do the rest! Write: Bomb-bons, Chicago, Illinois.

#### DON'T WASTE YOUR SICK LEAVE!

Too embarrassed to call your boss and give him the old 'virus' routine? For \$1.00 we will send you a list of 150 original, guaranteed-to-work, sure-fire excuses why you'll be doing him a favor by not showing up! An extra buck gets you 10 handwritten medical excuses signed by a doctor! Remember, you worked hard striking to get those sick leave benefits! Don't waste them!

Excuses Unlimited  
Union, New Jersey



#### A Behind-The-Scenes Report of LOCAL Chatter by Fulton Featherbed

Congrats are in order for Morty "Payoff" Fenster, head of Seamstress Local 198 and his negotiation team. After striking for only 6 months, they finally settled for 3 cents an hour over the company's original offer. Morty pointed out to the cheering throng that while it might appear that the 6 months out of work will not be balanced out by the raise, everyone will be paying less income tax this year, due to less income. It's as thimble as ABC!

\*\*\*\*\*

History was written at the recent meeting of Riggers Local 677—they consumed 12 kegs of beer, breaking their own all-time record of 10½ in 1969. A vote to increase their union dues was introduced and passed by a vote of 3 to nothing. It seems that only 3 members were able to stand up and be counted!

\*\*\*\*\*

The Stanley Shtupermans are expecting another "little picket," their tenth. "It happens every time we go out on strike. I'm not used to being home all day during the week," says Stanley with a rascally twinkle in his eye.

\*\*\*\*\*

The Buttonhole Makers International announced the opening of their new Catskill Mountain vacation lodge for union members, officials, and their families. The handsome luxury site was paid for by the Union Welfare Fund. "We go there in shifts," says union head Joey Sachs. "Me and some of my helpers will use the place May through September, and the rank and file can use it the rest of the year. I know we only get it for 5 months and they've got it for 7, but there's more of them, so what the hell. It's only fair."



Lovelies Leilani Kuzano and Lynn Doherty (at left) of the Ladies Garment Worker's Bowling League pose in their new team uniforms made in Hong Kong, saving each member five dollars per outfit over what they would have had to pay for locally-produced outfits. Now that their wardrobes have been delivered, gals can go on strike, protesting cheap imports competition. They should strike so good for their bowling team!

CHOCOLATE CHIP OFF THE OLD BLOCK DEPT.: Arnold Grepps, Jr., 6-year old son of Union Chief Arnold "Shmeer" Grepps, recently led his kindergarten class in a "more play, less alphabets" strike. A few cookies under the table settled the controversy.

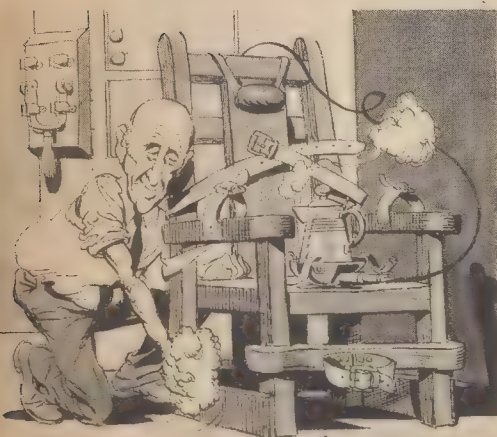


# UNION MAN OF THE MONTH

Each month, "Picket & Strike" selects a man who most typifies the spirit of Organized Labor today. This month we are proud to salute: Elwood "Sparky" Butts. Sparky is the head executioner at Sing Sing prison and is a member of BLEECH (Brotherhood of Licensed Executioners of Condemned Criminals & Hoods). And despite the fact that capital punishment has long since been abolished in his state, Sparky, in the great, time-honored union tradition, is fulfilling the terms of his life-long contract and is on the job every day.



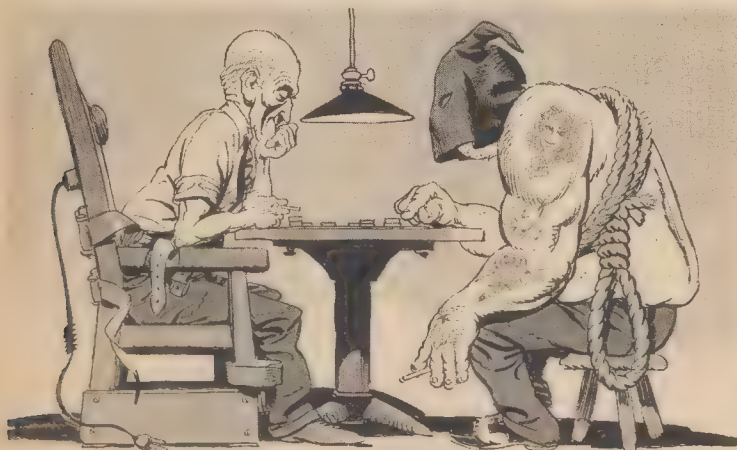
Sparky Butts saying goodbye to the missus before leaving for work. She always sends him off chuckling, as she has every day for the last 27 years, by quipping, "Elwood, don't sit down on the job!"



Sparky checks out his equipment to make sure it's in good working order. When asked to comment on the charge that today's workers take no pride in their work, Sparky stood on his own record, proudly stating "None of my customers ever complained!"



Sparky proudly displays scrapbook of photos and clippings of famous personalities who sat down for him. When asked if he feels capital punishment should be resumed, Sparky replied, "Yessir— they always hold executions at midnight, and I stand to get double time and a half after nine P. M.!"



Sparky helps to pass the time by playing checkers with brother executioner Luther "The Hangman" La Farge. La Farge handled all executions at Sing Sing before the electric chair replaced his gallows, but, thanks to his strong union contract, La Farge still ties knot, puts on his hood, and gets paid overtime for working late.



Sparky and La Farge exercise their rights as free Americans by staging a wildcat strike. It seems that the Assistant Warden pulled the big switch (to fix himself some coffee), a direct violation of the union contract forbidding non-union workers to touch operative mechanisms. Naturally, their picket line was honored by organized labor, forcing the jail to close down.



# The DEBATE Of The MONTH

Each month PICKET & STRIKE presents both sides of a major issue concerning labor, management, and other relevant jokes

## THIS MONTH

### Should Professional Men Join Unions?

**"Yes!"**

Aldo De Famation,  
Union Organizer  
and Shop Steward



Aldo DeFamation recruiting prospects for union membership drive.

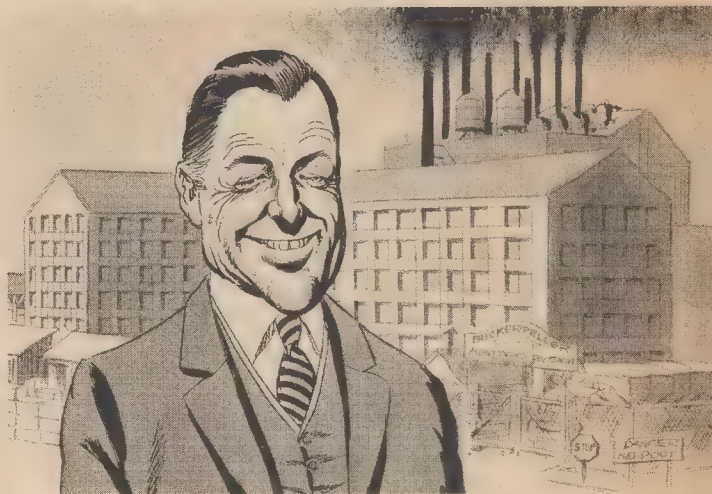
"I'd like to tell you a little story that illustrates why professional men would be stupid not to join unions. There were two brothers, see? One went to college and became a nuclear scientist, the other dropped out of high school and got a job driving a truck. Today, thanks to a good union contract, the truck driver brother has two cars, a boat, a summer house, and 15 years of seniority. The nuclear scientist is debt-ridden. Despite low pay and the high cost of life insurance, hospital coverage, and other benefits that his brother gets free, "Mr. Brain" also has to shell out a fortune for a headshrinker because he's so insecure about losing his job.

Let's face it—there's a big surplus of Ph.D.'s on the labor market today! What happens when some hotshot kid out of M.I.T. zeroes in on a scientist's job? He can get it, that's what happens! There's no union protecting our scientist friends! Not to mention overtime! A scientist can work day and night on a project that might save the world from pollution or starvation—and not get one red cent of overtime pay! But the man who comes in to sweep up the laboratory—he's a Union Member and gets time and a half after 5 PM, double time Saturdays, Sundays and holidays!

A Union for scientists can, of course, balance out  
(Continued on Pg. 49)

**"No!"**

Wilfred Buckerfeller,  
Pres. Buckerfeller  
Munitions, Corp.

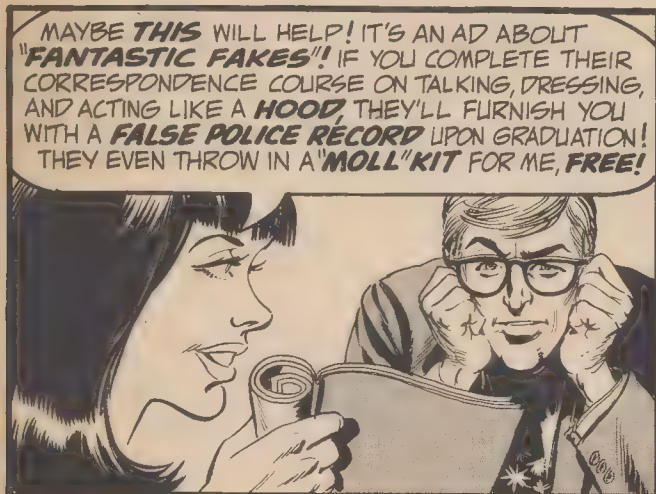
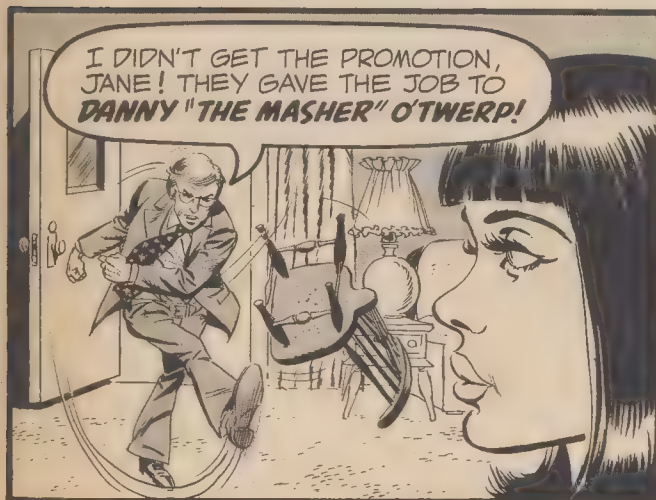


Buckerfeller stands in front of one of his many inherited plants.

"Professional men don't need unions. They advance by their ability and good old American know-how. Unions can make a men less competitive and able to NOTICE: DUE TO STRIKE CALLED IN SYMPATHY WITH STRIKING RAIL WORKERS, WE, THE MEMBERS OF THE UNION OF ALLIED TYPESETTERS AND LITHO WORKERS REFUSE TO CONTINUE TO WORK ON THIS ARTICLE!"



# UNION OFFICIALS- IS YOUR CLEAN RECORD HOLDING YOU BACK?



DO AS ROGER AND HUNDREDS OF OTHER OFFICIALS HAVE DONE! SEND FOR YOUR TWELVE LESSON COURSE TODAY!!

**FANTASTIC FAKES** Box 3 to 5, Federal, Penn.

Yes! I'm interested in advancing myself up the Union Ladder! Rush me my 12 lesson Fantastic Fakes Correspondence Course for \$75.00! I understand that my false file, complete with mug shots, line-up photos, and fingerprints, will be mailed to me upon completion of this course.

NAME .....  
ADDRESS .....  
CITY ..... STATE .....  
Zip Code ..... Age ..... Wt. .... Ht. ....  
Position held now .....  
Position desired .....  
Yearly income (on the books) .....  
Yearly income (off the books) .....  
Yearly income (from the bookies) .....

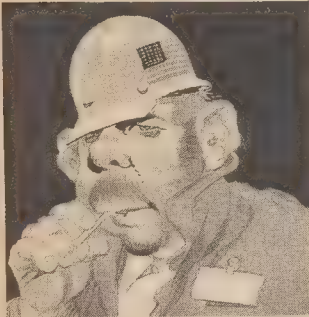
(Start your course off on the right foot by lying throughout the above coupon!)



# The Inquiring Union Photographer

**QUESTION:** Why did you join a union? **WHERE:** Various union shops

**Mickey Bitsko**



Before we had a union here, there was all kinds of unfair labor practices going on, like the more work you turned out, the more you got paid! Now, with the union, it doesn't matter how much work you do, we all get paid the same! Isn't that the American way?

**Sid Ascher**



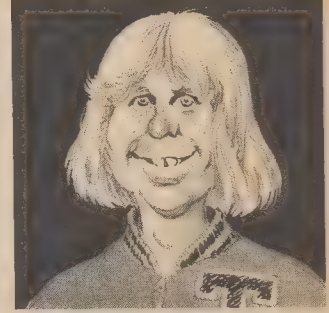
Who... me? Well, being in a union has made a big difference in my life. My old lady says, "Hey, where you going?" I say, "To a union meeting!" Great way to get outta the house. Works every time...

**Art Charney**



Are you kidding? Don't you recognize me? I'm the guy De Famation was "recruiting" in the picture you took for the "Debate Of The Month"

**Chip Wessel**



I don't belong to no union. They pay me 5 bucks a day to picket. Union members would never work for that little!

## LABOR PAINS

**When  
problems  
need  
solutions,  
ask...**

**Bela Cose**



Dear Bela,  
I'm not a Union member, but this isn't my problem. Actually, I tried to join the Union, but since I own this factory, they wouldn't let me. What is my problem is that I prefer to pay my men on Thursday for ease in book keeping and accounting, but when I do that, less than half the people show up on Friday, my busiest day. How can I remedy this situation?

Jean Costello, Owner  
Jericho, N.Y.

Dear Jean,  
Pay the men on Monday. This way they will be too broke on Friday to do anything but show up. But don't expect too much work getting done on Tuesday and Wednesday!

Dear Bela,  
Last month we asked for your advice. We told you what the Management of the newspaper we work for presented as their final offer, and you advised us to hold out for more money, which we did. Now the paper has folded, and we're all out of work. What did we accomplish?

The Boys from "The Bugle"

Dear Boys,  
Although "The Bugle" blows no more (get it?), you guys can blow your own horns! What did you accomplish? You may not have your jobs, but you still have your PRIDE! And pride can't be thought of in terms of dollars and cents!

Dear Bela,  
I've been out of work for 2 months now, but I still don't want to get help from welfare or unemployment compensation. I need the money to pay for the family's bills, but I want to earn it! I've got my pride!

Lynn Wambold  
Parsippany, N.J.

Dear Lynn,  
What good is PRIDE when you've got mouths to feed! Pride never filled a belly! So SWALLOW that pride of yours and get down to those handout lines! Don't be a sucker!

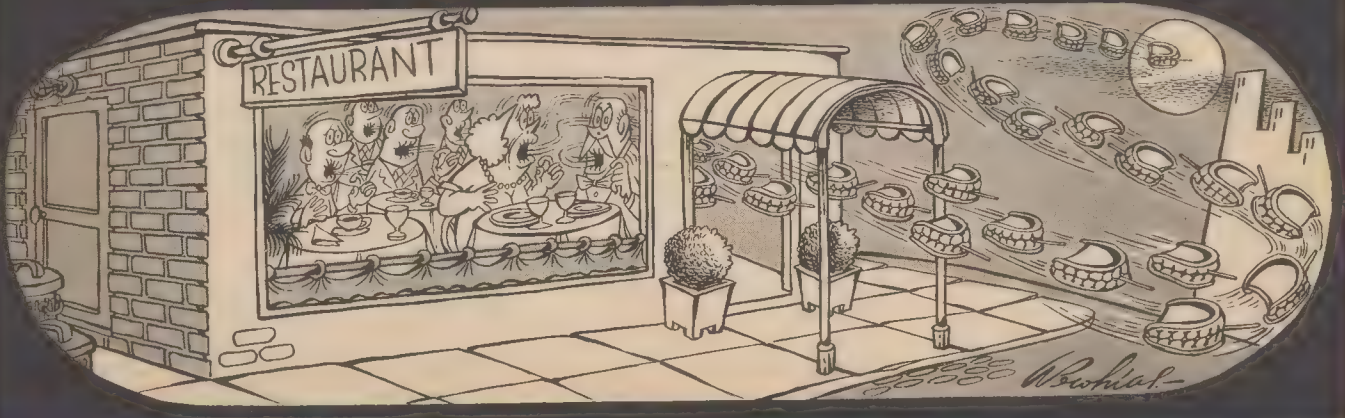
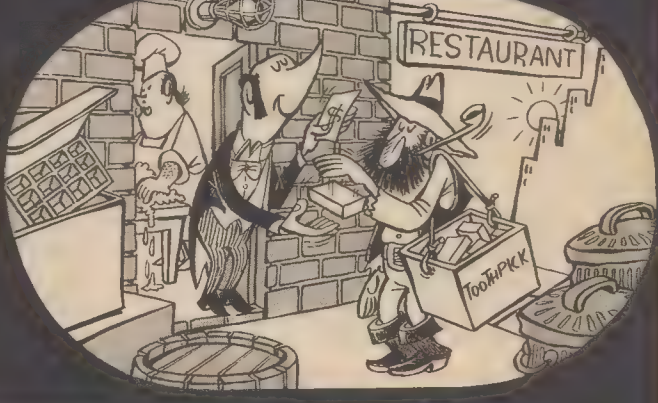
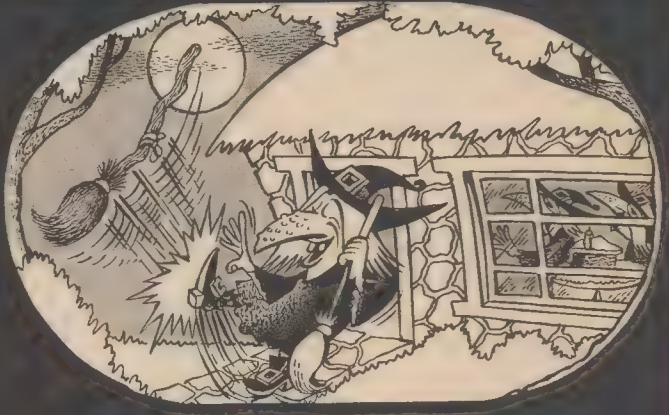
Dear Bela,  
We are building a badly needed hospital in my town. It was practically completed 6 months ago, but since then all work has been stopped because of a dispute between two unions as to which one should install the washers in the rest room faucets. Isn't there some way we can settle this minor issue so we can open up the hospital for the sick?

Mayor Sam Rasnick  
Masten Lake, N.Y.

Dear Mayor,  
You've got some nerve, fella! NO labor dispute is a "minor issue". As for the sick, let them wait their turn! First things first! One way to settle your problem is to "open up" a little and come up with some extra funds so the hospital can have DUPLICATE faucets in the rest rooms. Then, each faction will have its own faucets to install washers in, and everyone's happy!



# A Witch's Tale





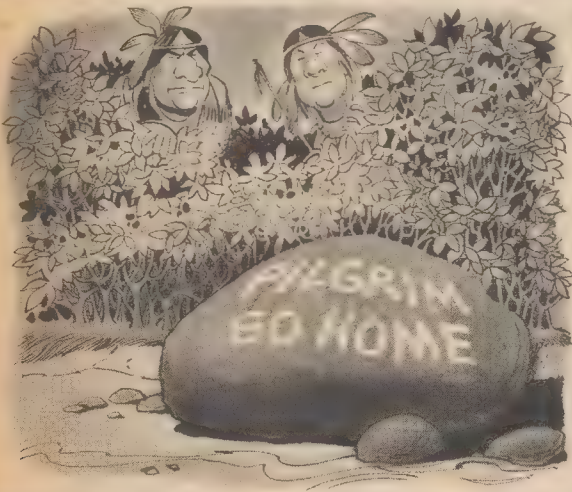
AND NOW, FOR YOU NOSTALGIA FANS, A LOOK BACK AT

# GRAFFITI



ARTIST: BOB CLARKE

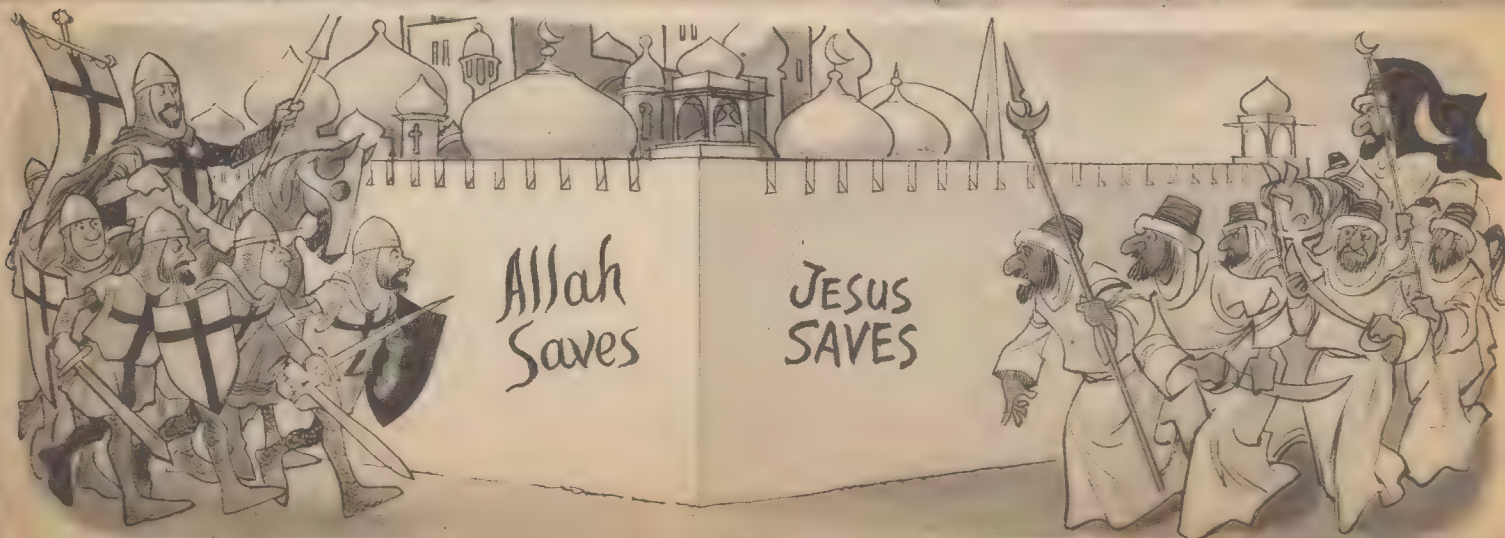
WRITER: PAUL PETER PORGES



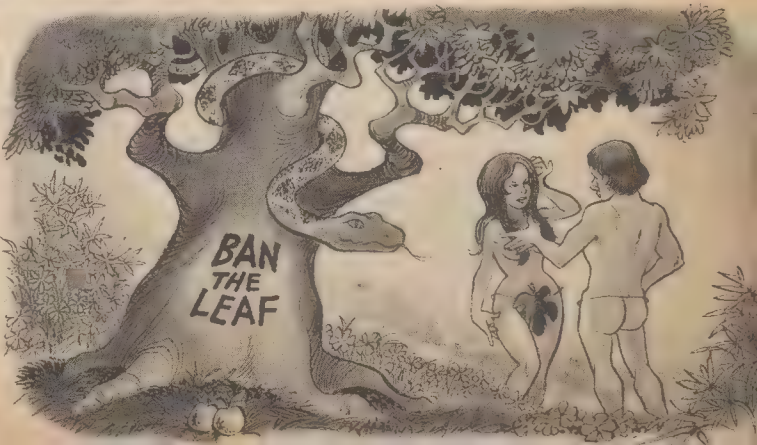
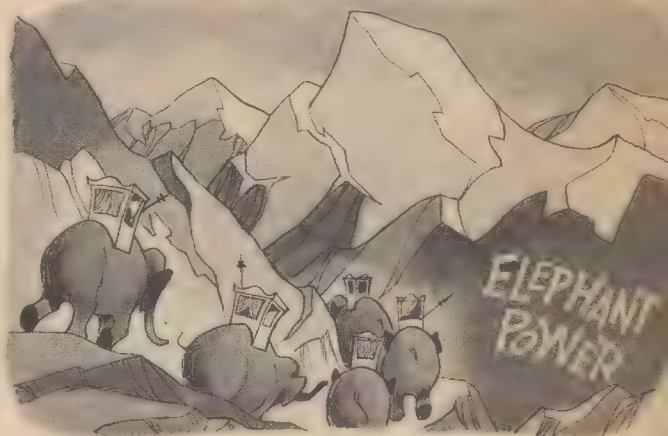
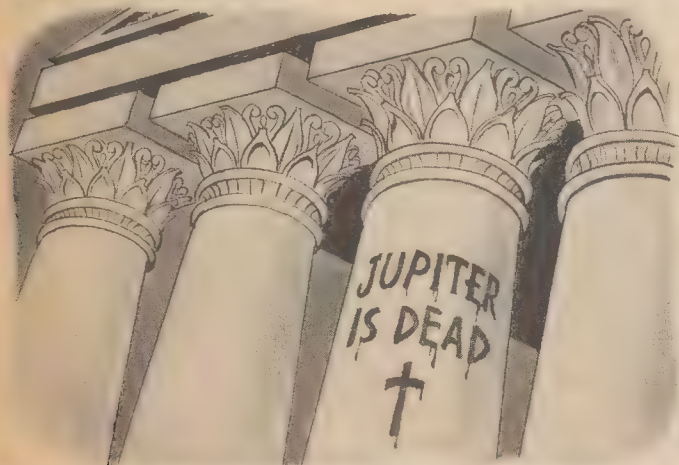
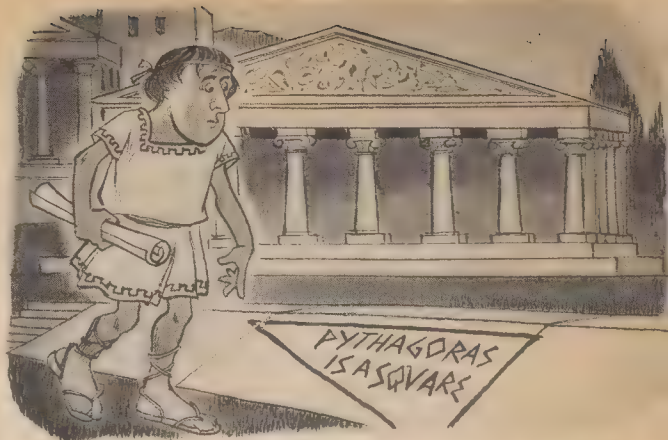


THE OLD DAYS WHEN THINGS WERE A LOT DIFFERENT!

# THROUGH HISTORY









THERE'S BULL IN THEM BULLETINS DEPT.

Here we go with another vital MAD Public Service Feature  
... this one designed to instruct you in the tricky art of

# INTERPRETING THE NEWS

WRITER: GARY ALEXANDER

## WHAT THEY SAY...

## WHAT IT MEANS...

... today, a White House  
spokesman revealed ...

... today, a White House spokesman finally  
revealed what everybody else already knew ...

... first reports had indicated ...

... first reports were all wrong ...

... and after a long investigation ...

... a Stoolie finally came through ...

... vows to remain on the job ...

... everybody wants him off the job ...

... a relentless effort will be made to find the killer ...

... there's no chance of ever finding the killer ...

... has offered no comment ...

... is too embarrassed to comment ...

... surveillance has been increased ...

... they still haven't found anything ...

... but terms of the contract have not been disclosed ...

... the Rank and File will get the short end again ...

... are calling the blaze suspicious ...

... looks like the Arsonist got away ...

... has introduced a bill into Congress  
which would effect far-reaching reforms ...

... the Congress will defeat a bill which  
would have effected far-reaching reforms ...

... faces a maximum penalty of 20 years in prison ...

... will get 6 months, with a suspended sentence ...

... who has his eye on the Gubernatorial contest ...

... who's been making deals like crazy for months ...

... and it is alleged by an unidentified source ...

... somebody's trying to get somebody into trouble ...

... is leaving his post to devote more time to his family ...

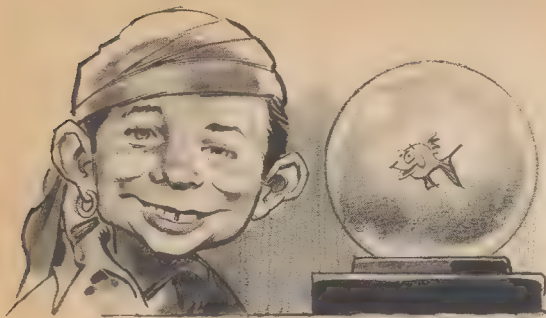
... was fired ...

... in a surprise statement ...

... in a statement he was warned not to make ...







# MAD'S Sure-Fire SPORTS

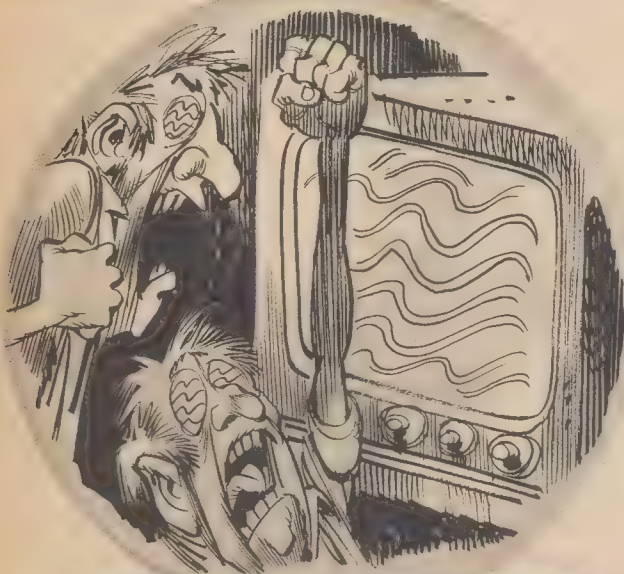
ARTIST: JACK DAVIS



A sports idol of the nation's youth will be arrested for speeding, indecent exposure and possession of marijuana.



A violent fight will break out as both benches rush onto the field, but the TV cameramen will only pan waving fans.



Trailing by 1 point with 12 seconds left, the Home Team will steal the ball, drive downcourt and set up their top scorer... when the telecast will lose the video portion.

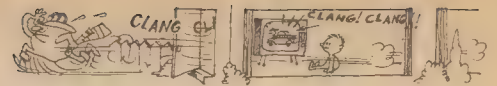
...was the worst game we've played, said Swann, who caught five passes for 93 yards and a touchdown. "I still don't think I..."

## OUT FOR SIX WEEKS



The Superstar of your favorite team... upon whom all hope for any chance at winning the title depends... will be injured and knocked out of play for the rest of the season.

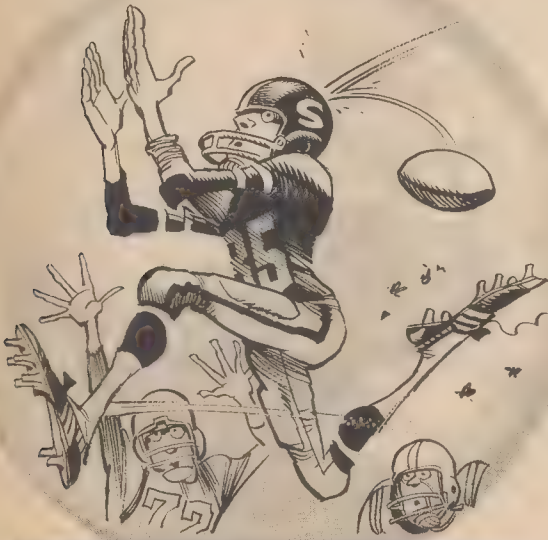




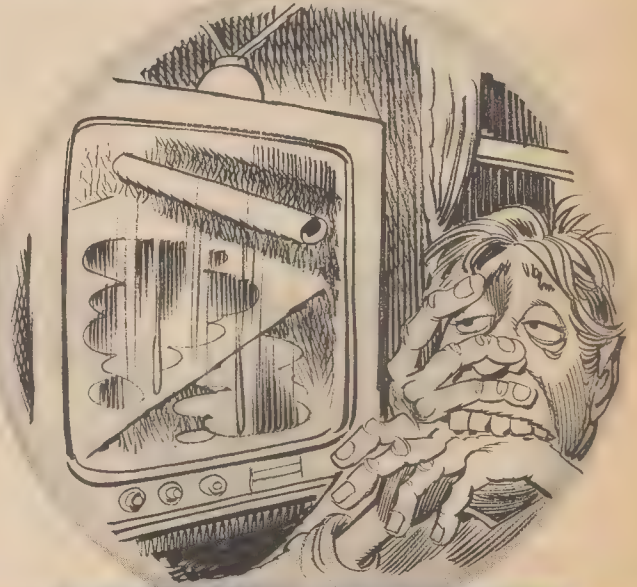
# PREDICTIONS

WRITER: PAUL PETER FORGES

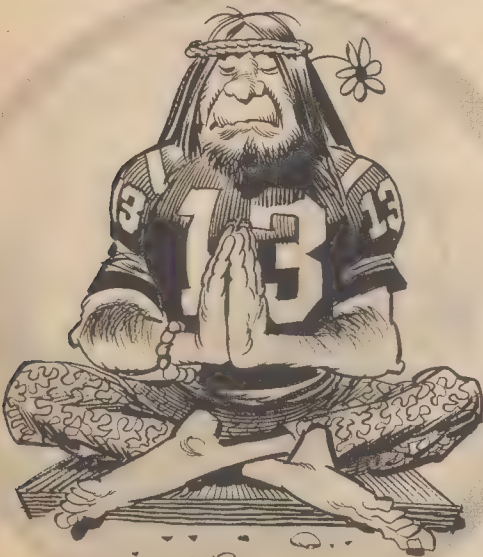
## For The Upcoming Season



A first round draft choice Consensus All-American, no-cut contract Bonus Rookie will not live up to expectations.



You will watch 25 minutes of rain peltng a wet tarpaulin before a big game will be called because of bad weather.



An All-Pro Star will disappear from training camp, and re-appear in a Southern California mystic health commune. He'll then put down Football on the Johnny Carson Show.



At mid-season, the leading team will make the cover of a big national magazine... and then proceed to lose nearly 80% of their remaining games, winding up in third place.



# MALICE IN W

"I was going to be made the scapegoat."  
**JEB MAGRUDER**  
TIME—June 25, '73

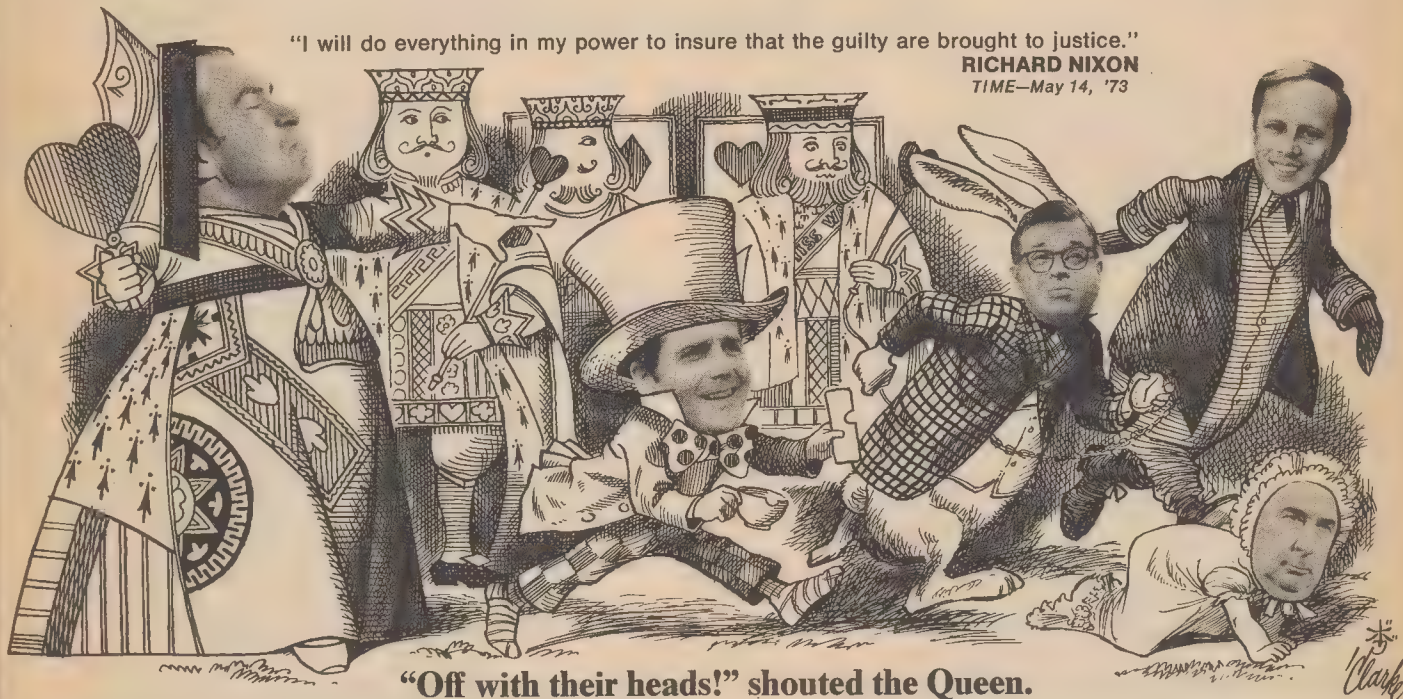
"Christ, I'm going to be made the culprit."  
**CHUCK COLSON**  
TIME—July 2, '73

"Someone is trying to make me the fall guy."  
**JOHN MITCHELL**  
TIME—May 28, '73

"Some may hope or think that I will become a scapegoat."  
**JOHN DEAN**  
TIME—April 20, '73

"I will do everything in my power to insure that the guilty are brought to justice."

**RICHARD NIXON**  
TIME—May 14, '73

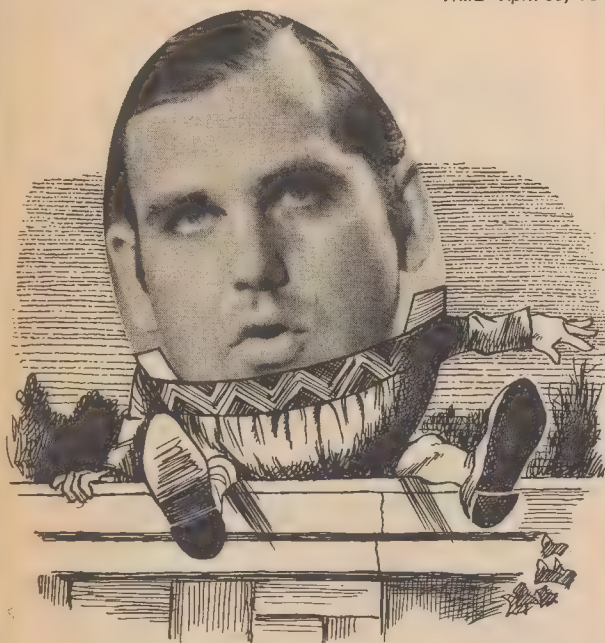


"Off with their heads!" shouted the Queen.

ARTIST: BOB CLARKE

WRITE: LOU SILVERSTONE

"All previous statements on Watergate are 'inoperable'.  
**RON ZIEGLER**  
TIME—April 30, '73



"When I use a word," said Humpty Dumpty,  
it means just what I choose it to mean—  
neither more nor less."

"I can categorically state that at no time nor in any way did I suggest, direct or participate in any coverup."  
**H. R. HALDEMAN**  
NEWSWEEK—June 11, '73

"I can say flatly that I do not have even the faintest recollection of having done so."  
**JOHN ERLICHMAN**  
NEWSWEEK—June 11, '73



"Ditto," said Tweedledum. "Ditto, ditto!" cried Tweedledee.



# ONDERLAND

## OR "WATERGATE—THROUGH THE LOOKING GLASS"

AS PREDICTED BY LEWIS CARROLL, AND ANNOTATED WITH QUOTES FROM "ALICE'S ADVENTURES" AND "THROUGH THE LOOKING GLASS"

PHOTOS BY:  
U. P. I.

"This story must be told."

**JOHN DEAN**  
NEWSWEEK—July 2, '73



"The time has come," the Walrus said,  
"To talk of many things;  
Of shoes—and ships—and sealing wax—  
Of cabbages—and kings—"

"They're not going to pin anything on him, I don't  
give a damn who gets hurt. I can name names."

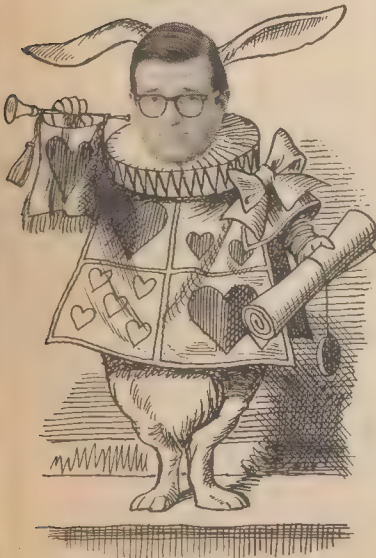
**MARTHA MITCHELL**  
TIME—April 9, '73



"That's nothing to what I could say if I chose," said the Duchess.

"We've got to blow up the  
Brookings Institution."

**CHUCK COLSON**  
TIME—June 18, '73



"We must burn the house  
down," said the Rabbit.

"I'm getting fed up with Watergate  
and will refuse to comment on it."

**RONALD REAGAN**  
AP—May 15, '73



"Suppose we change the subject. I'm get-  
ting tired of this," said the March Hare.

"I'd like to see it all get  
dredged and get it over with."

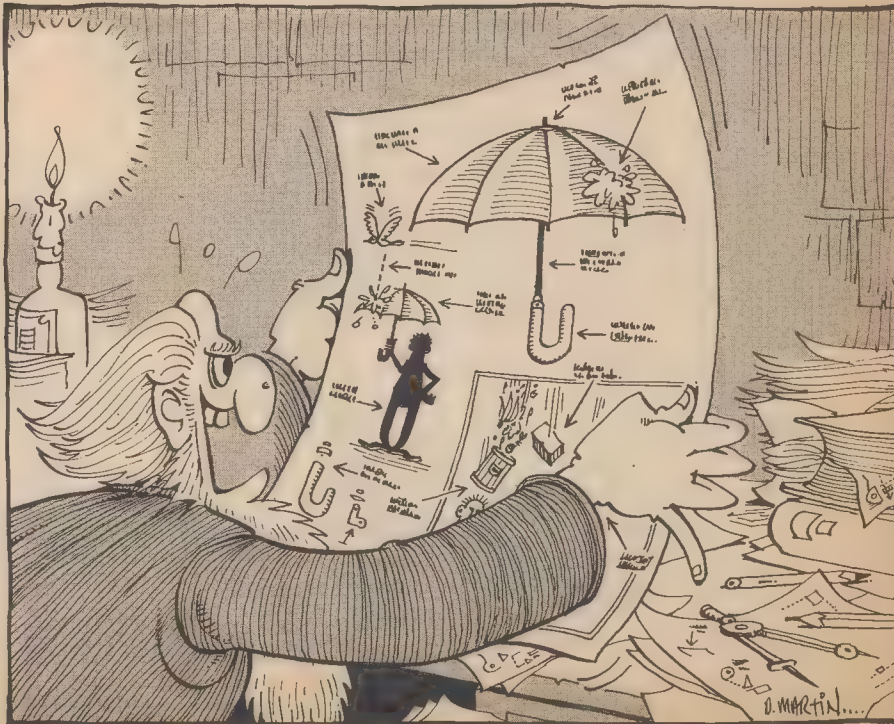
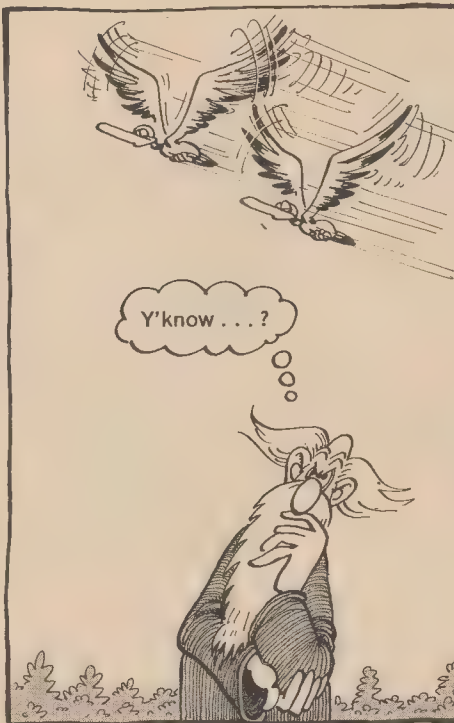
**SPIRO AGNEW**  
TIME—June 11, '73



"I wish they'd get the trial done and hand  
around the refreshments," thought Alice.



# ONE FINE DAY IN THE LIFE OF LEONARDO DA VINCI





## HIM-A-LAY-A-BOMB DEPT.

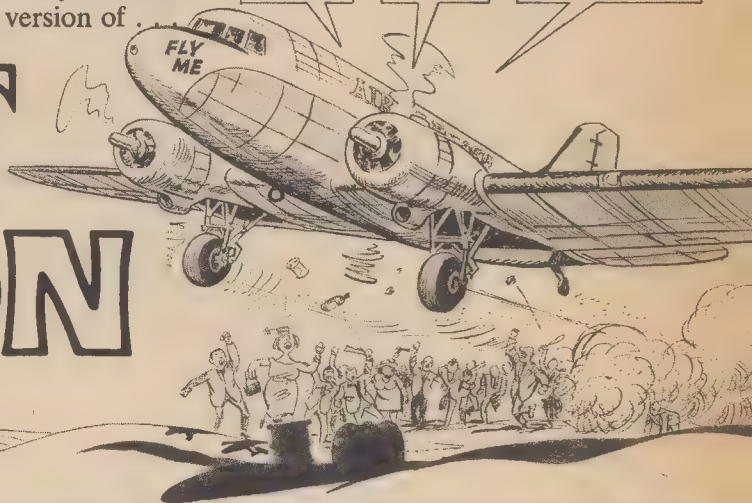
In 1937, Ronald Colman starred in Frank Capra's film masterpiece, "Lost Horizon." The movie depicted a simple, peaceful way of life in a distant land called *Shangri-la*. Recently, a multi-million dollar re-make of this beautiful film was released. So now, movie fans . . . you're set! If you're searching for a Utopia of peaceful gardens, restful vistas, inspirational music and eternal youth . . . go see "The Sound of Music"! Because you're not going to get much of what you're looking for in this current version of . . .

We made it just in time! Those maniacs were about to tear us apart!

That's some uprising! I've never seen natives THAT angry!

What natives?!? Those are "Old Movie" buffs—trying to stop us before we get started on this inferior re-make of the great classic!

# LEAST HORIZON



Well, they can't stop us now! We're on our way! Might as well get acquainted! I'm Richard Runaway . . .

I'm his brother, George—restless, arrogant—and anxious—to escape from the humiliation of the past!

**WHAT humiliation?**  
I was the only one in "Cabaret" who didn't get an Academy Award!

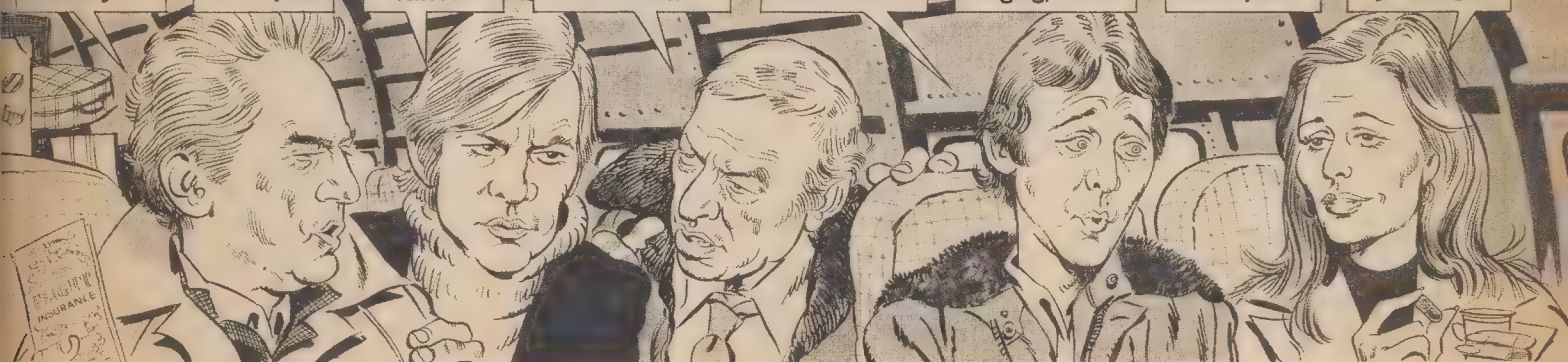
**Sam Cornylines!** I don't want to talk about my past as an Engineer! And if this is my present, I don't want to talk about my future as an Actor!

**Hardy Harhar, the Comedian!** If there's one thing the starving masses in Asia need, it's a third rate Night Club Comic!

Hey, I don't remember any Comedian in the original "Lost Horizon"!  
Yeah? Well, I don't remember Ronald Colman singing, either!

I'm Silly Huge! I'm a Reporter for an American Magazine!

Because the magazine I work for is **LOOK Magazine** . . . and I just found out they folded two years ago!



ARTIST: ANGELO TORRES

WRITER: ARNIE KOGEN

The plane has crashed and we're obviously lost in the middle of nowhere! I'm not sure we can get used to it!

I AM used to it! I'm from Indiana!

We've all got to just remain calm, and each do his thing!

Okay, I'll take a pill!

And I'll snarl and rage for no apparent reason!

And I'll do a silly little tap dance in the snow!

And I'll rush back into the plane, and make the first of my many wardrobe changes! Possibly into Gucci earmuffs!

Boy, these pills I'm taking are great! I could swear there were people out there . . . !

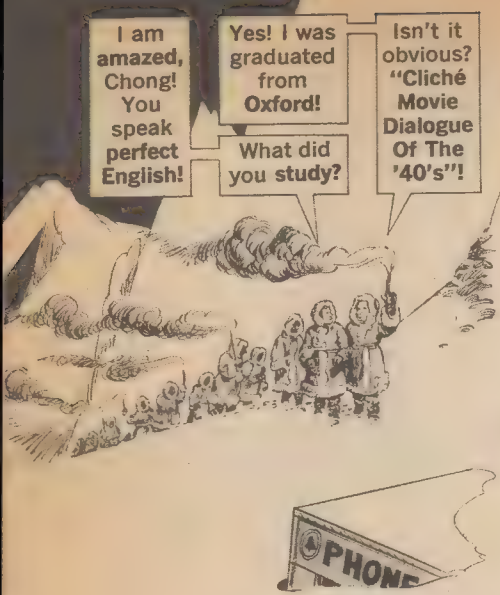
My name is Chong! I am from ■ nearby Lamasery!

Lamasery?!? What's that?

That is Tibetan for "Insane Asylum"! Who but a bunch of maniacs would shlep through snow in the middle of the night wearing these Trick Or Treat outfits?!?



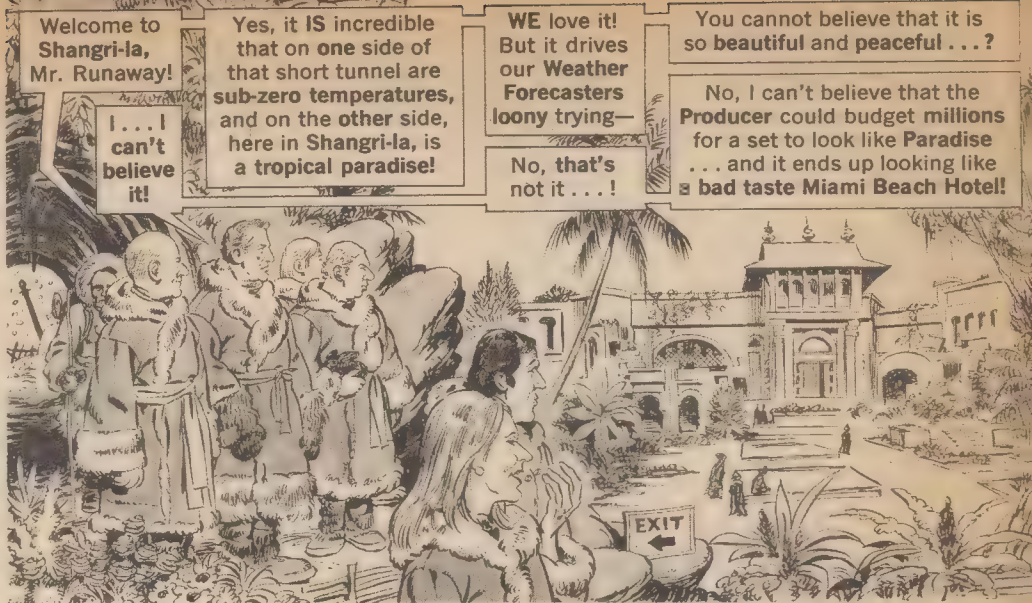




I am amazed, Chong! You speak perfect English!

Yes! I was graduated from Oxford! What did you study?

Isn't it obvious? "Cliché Movie Dialogue Of The '40's"!



Welcome to Shangri-la, Mr. Runaway!

I... I can't believe it!

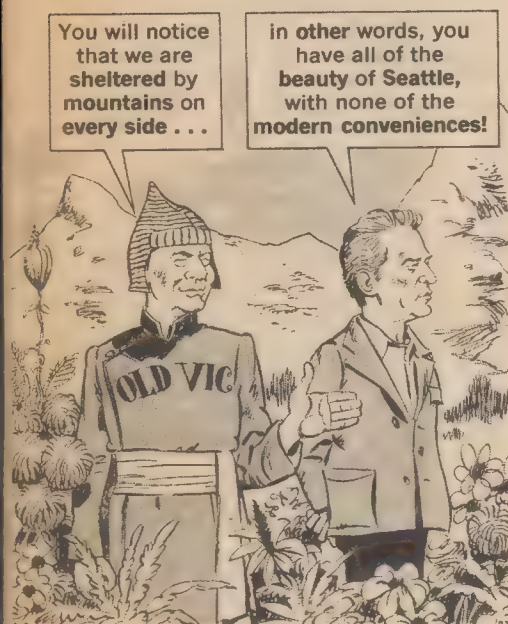
Yes, it IS incredible that on one side of that short tunnel are sub-zero temperatures, and on the other side, here in Shangri-la, is a tropical paradise!

WE love it! But it drives our Weather Forecasters loony trying—

No, that's not it...!

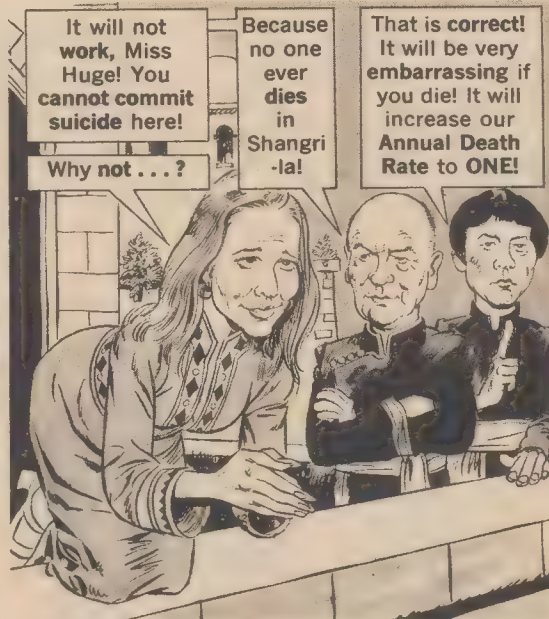
You cannot believe that it is so beautiful and peaceful...?

No, I can't believe that the Producer could budget millions for a set to look like Paradise... and it ends up looking like a bad taste Miami Beach Hotel!



You will notice that we are sheltered by mountains on every side...

in other words, you have all of the beauty of Seattle, with none of the modern conveniences!



It will not work, Miss Huge! You cannot commit suicide here! Why not...?

Because no one ever dies in Shangri-la!

That is correct! It will be very embarrassing if you die! It will increase our Annual Death Rate to ONE!



What do you think of these outfits

Great! I knew the Nehru Jacket would make a comeback SOMEPLACE!



I hope you are all quite comfortable!

Not really! We need to get in touch with the outside world! I want to send a Telegram...!

I'm very sorry! We cannot send any Telegrams!

I'd like to phone my Agent!

There is no phone service!

I want to get out of here! Call me a Taxi!

Impossible! The Taxis here are permanently "Off Duty"!

I'm confused! Have we arrived in Paradise, or New York City?!



Y'know, Mitsia, in the outside world, you'd be a knockout! You're so beautiful, so talented, and so young-looking! Tell me, how old are you?

I cannot tell you! Let me just say that if Tibet had Social Security, I'd be a very, very rich woman! You see, in Shangri-la, we have eternal youth! Nothing ever dies here!

Just wait till they see my act!





Yes, here sickness is unknown, and everyone is happy!

We have no need for any Doctors here!

You will soon get used to our way of life! This is a Utopia! Our people have found the secret of eternal happiness here!

Well, for one thing, they laugh at my hat a lot!

Everyone except your Doctors! They must be starving to death!

Well, you'd better find one! I think I'm catching the Asian Flu!

What's the secret?



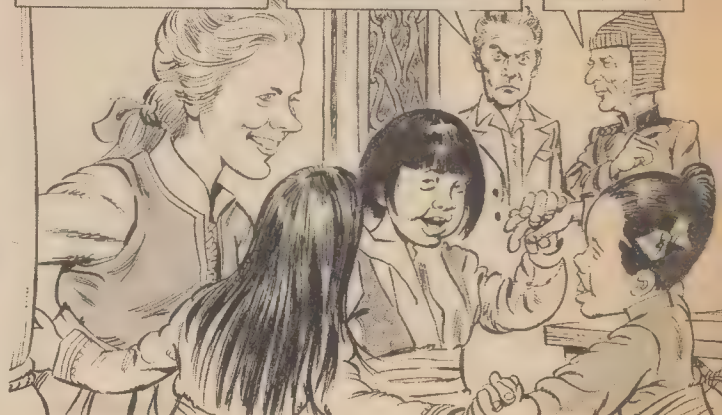
This is our school . . . and this is our School Teacher, Saccharine!

If you think that is confusing, wait until you hear her lip-sinc her songs in perfect English!

No, these are their middle-aged PARENTS! The School Children are over there . . . !

I'm confused! A blonde Swedish actress, playing a School Teacher in Tibetan Lamasery?!!

And these are the School Children . . . ?

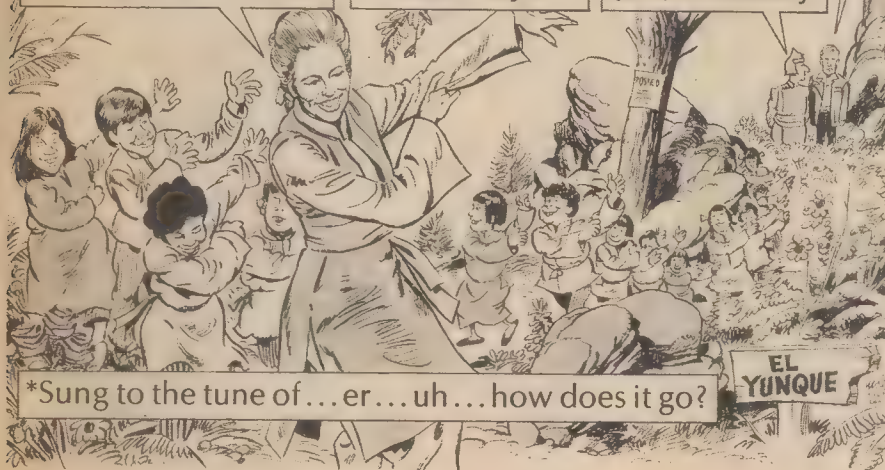


\*The world is a rhomboid without a circumference; And nobody knows what this simile means . . . But Bacharach and David are making a fortune . . .

Listen carefully! These are probably the most memorable and inspirational songs since "Muscle Beach Party"!

But no one REMEMBERS the songs from "Muscle Beach Party!"

You catch on quick, Mr. Runaway!

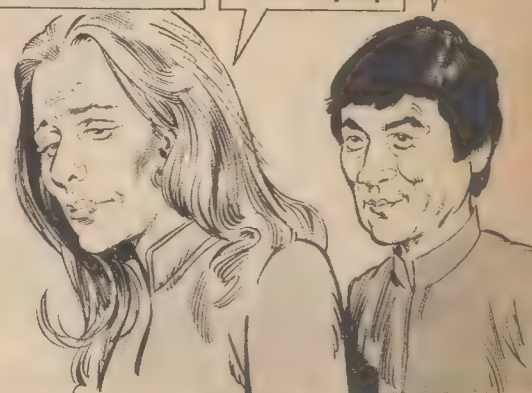


\*Sung to the tune of . . . er . . . uh . . . how does it go?

What's happening to me? I still feel that life isn't worth living, and I still want to jump! What's the answer, Toe-In? Maybe you, with your wisdom, can help me?

The answer is, "Death wears heavy slippers, while life is a shiny shoe that is far more valuable than a blind man who sits in a bowl of cole slaw!"

I think I'll jump!



How charming! How quaint! How over-produced!

They are singing "Loving Together" . . . our biggest number! A chosen couple is honored in a lavish ceremony which is a tribute to hope . . . a tribute to peace . . . and mainly, a tribute to SEMI-NAKEDNESS! We like to call it, "The Festival Of The Family Movie" . . .

And is this Festival a regular tradition here in Shangri-la, Chong?

No . . . but we just could not think of any other way to work the song in!



This whole thing is so utterly fantastic!

What? The fact that a Paradise can exist in the High Himalayas?

No, the fact that not one person on our plane has a wife, husband or any other family ties that would make it illogical for him or her to want to remain here!







Well, we've been here for three weeks now! What's for dinner tonight . . . ?

The same!  
Not Chinese Food again!

Exactly! Have you noticed the only food we get is "to go"!

Look, I don't know about the others, but I want to leave here! I've got to get out of this place NOW!!

What's the emergency?

I'm running out of outfits! I've got, at most, 16 more ensembles left! After that I have to start repeating!!

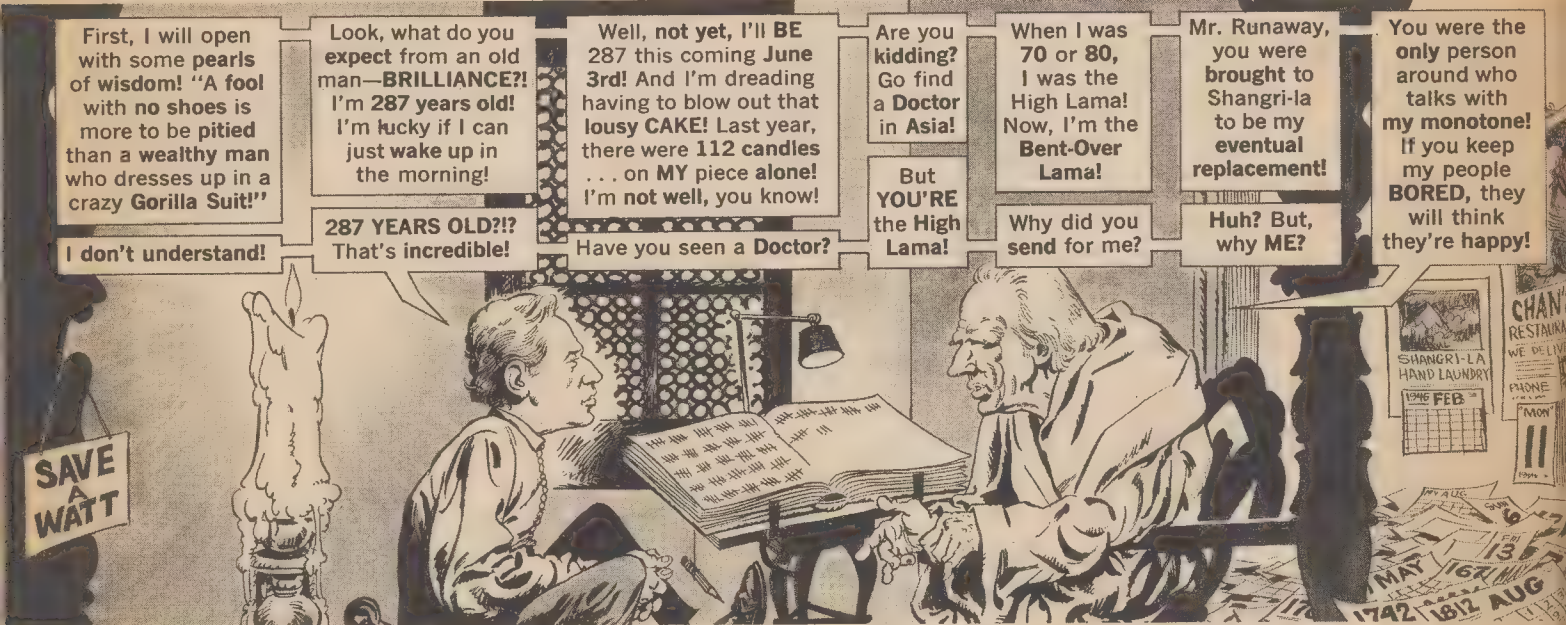
Mr. Runaway, the High Lama wishes to see you!

The High Lama? Is he very important?

Well, let me put it this way! He could have been Pope . . . but he did not want to step down!

I—I'm nervous! What's he like?

Picture, if you will, an old and senile William F. Buckley, Jr.!



First, I will open with some pearls of wisdom! "A fool with no shoes is more to be pitied than a wealthy man who dresses up in a crazy Gorilla Suit!"

I don't understand!

Look, what do you expect from an old man—**BRILLIANCE?** I'm 287 years old! I'm lucky if I can just wake up in the morning!

287 YEARS OLD?!! That's incredible!

Well, not yet, I'll BE 287 this coming June 3rd! And I'm dreading having to blow out that lousy CAKE! Last year, there were 112 candles . . . on MY piece alone! I'm not well, you know!

Have you seen a Doctor?

Are you kidding? Go find a Doctor in Asia!

But YOU'RE the High Lama!

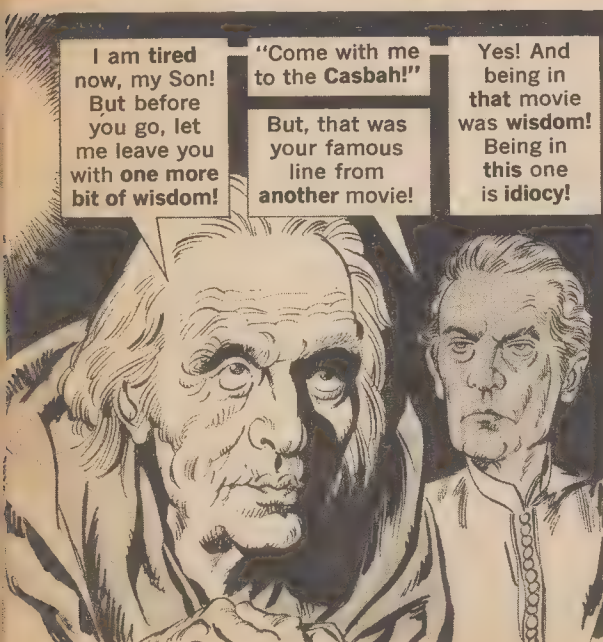
When I was 70 or 80, I was the High Lama! Now, I'm the Bent-Over Lama!

Why did you send for me?

Mr. Runaway, you were brought to Shangri-la to be my eventual replacement!

Huh? But, why ME?

You were the only person around who talks with my monotone! If you keep my people BORED, they will think they're happy!



I am tired now, my Son! But before you go, let me leave you with one more bit of wisdom!

"Come with me to the Casbah!"  
But, that was your famous line from another movie!

Yes! And being in that movie was wisdom! Being in this one is idiocy!

I've just seen the High Lama! What an amazing man! He's 287 years old!

Did you stay long?

No, he had to leave to visit his Grandfather, who hasn't been well!



Look! Gold! The stream is full of it! And it's mine! MINE! I found it, and I'll never give it up! No! Not for ANYTHING!

That is greedy, Sam! Here, gold is not necessary for happiness! Here, the "Rat Race" is over, and wars and violence are unknown! I am so happy about it, I am going to sing a song . . .

No! Wait! Here! Take all of my gold! Only PLEASE—DON'T SING!





It's marvelous, Sam! You've constructed a modern form of irrigation! Do you realize what you've brought to Shangri-la?

Yeah . . . **FLOODS!** Actually, I failed Engineering back in the States, and I don't know how to stop this thing!



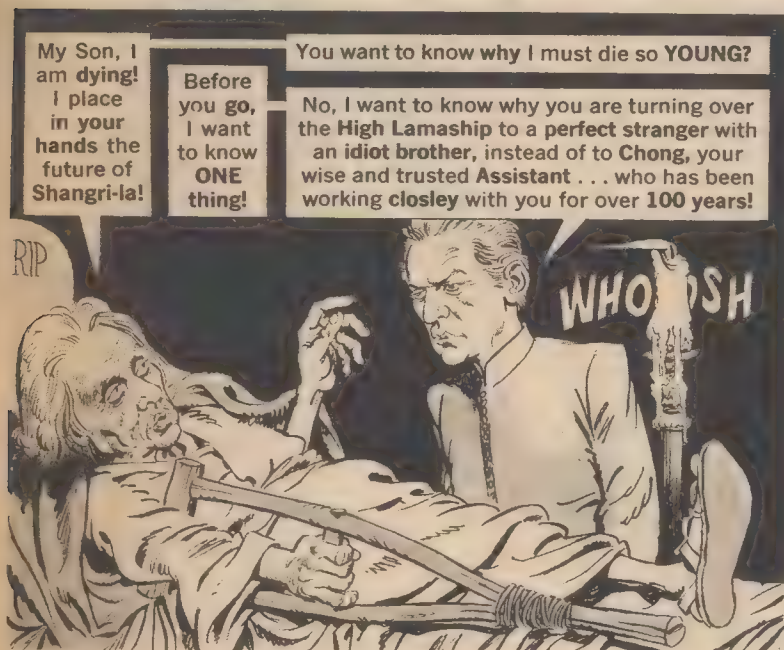
What a zany that Hardy is! For a comedy finish to his Song-and-Dance act, he fell into the lake!

Actually, one kid pushed me in, after my big joke!

What joke was that Hardy?

"Hi, kid! It's great working for a youngster like you! I always dreamed of doing my act before an **ASIA MINOR**!"

I wonder if drowning's allowed in Shangri-la?

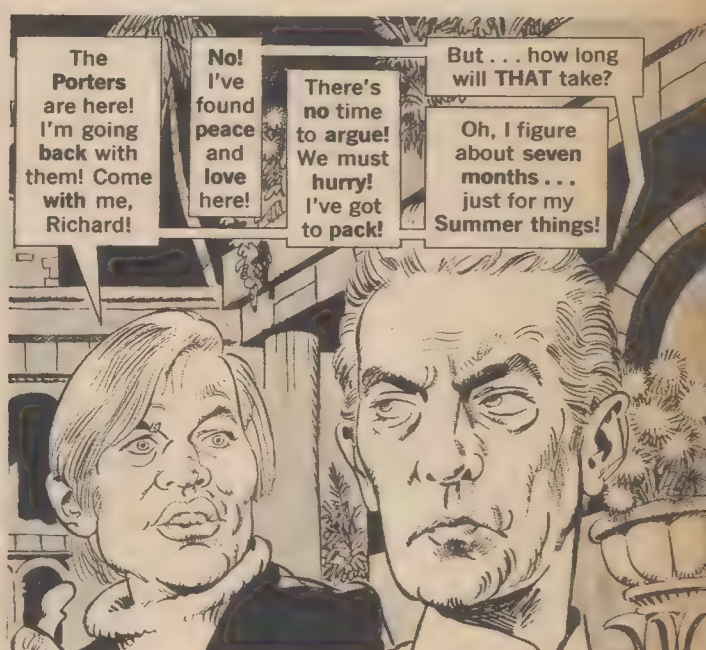


My Son, I am dying! I place in your hands the future of Shangri-la!

Before you go, I want to know **ONE** thing!

You want to know why I must die so **YOUNG**?

No, I want to know why you are turning over the High Lamaship to a perfect stranger with an idiot brother, instead of to Chong, your wise and trusted Assistant . . . who has been working closely with you for over 100 years!



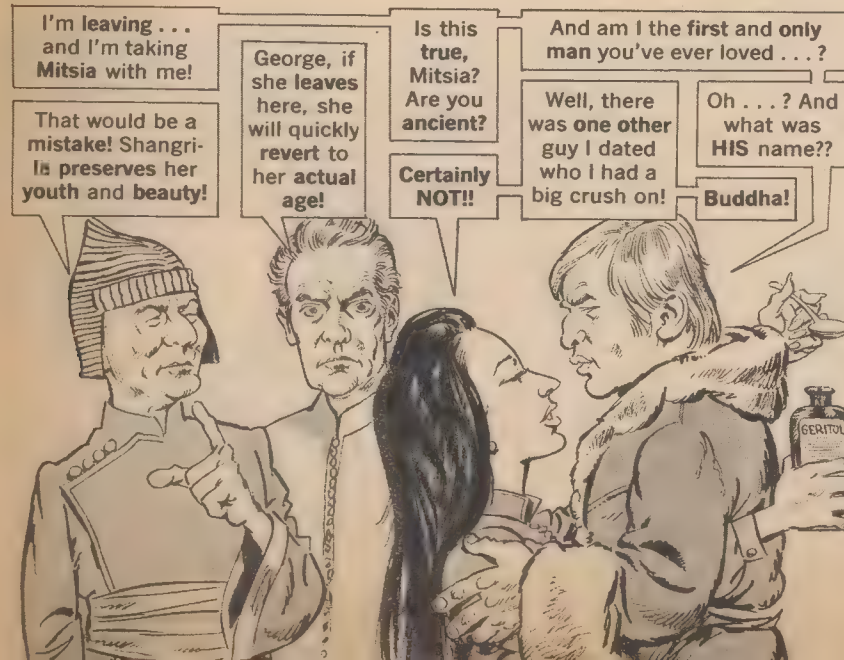
The Porters are here! I'm going back with them! Come with me, Richard!

No! I've found peace and love here!

There's no time to argue! We must hurry! I've got to pack!

But . . . how long will **THAT** take?

Oh, I figure about seven months . . . just for my Summer things!



I'm leaving . . . and I'm taking Mitsia with me!

That would be a mistake! Shangri-la preserves her youth and beauty!

George, if she leaves here, she will quickly revert to her actual age!

Is this true, Mitsia? Are you ancient?

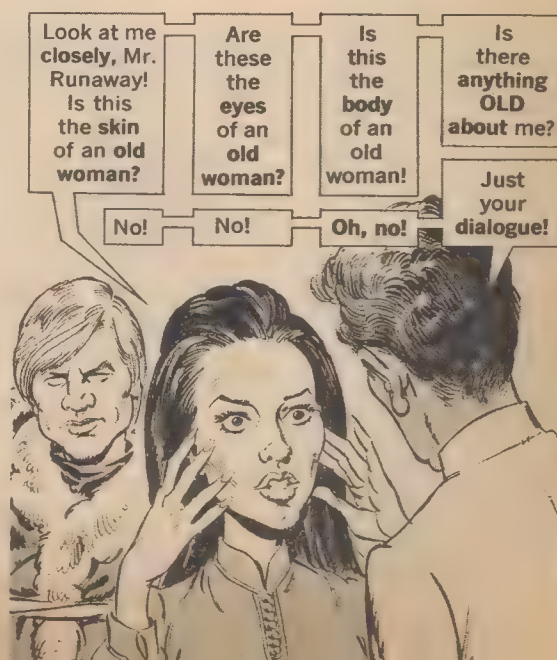
Certainly **NOT!!**

And am I the first and only man you've ever loved . . . ?

Well, there was one other guy I dated who I had a big crush on!

Oh . . . ? And what was **HIS** name??

**Buddha!**



Look at me closely, Mr. Runaway! Is this the skin of an old woman?

No!

Are these the eyes of an old woman?

No!

Is this the body of an old woman?

Oh, no!

Is there anything **OLD** about me?

Just your dialogue!



Well ...  
you  
talked  
me into  
leaving  
Shangri-  
-la!

I can't wait  
to buy a new  
pair of suede  
goloshes in  
a Hong Kong  
Boutique!

Look! Why is  
Mitsia lagging  
so far behind  
us? She—she's  
walking like  
an old woman!

Come to think  
of it! She  
has a young  
FACE, but we  
never thought  
to examine  
her LEGS!!

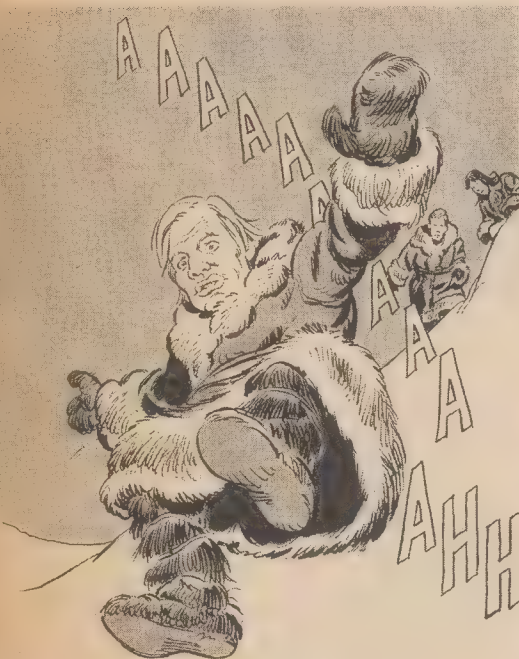
Sorry we  
lost the  
Porters!  
Is she  
heavy?

She ain't  
heavy! She's  
my brother's  
fiancée!

Richard!  
Her face!  
Look! It's  
horrible!  
HORRIBLE!

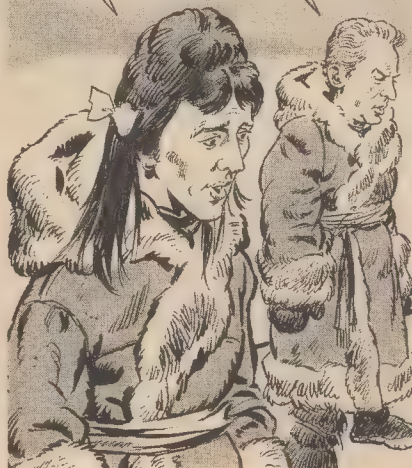
It's Hardy  
in a WIG!!  
He switched  
places with  
Mitsia as a  
gag! What a  
crazy guy!

A funny  
thing  
happened  
to me on  
my way to  
the Ladies  
Room ...



I guess  
George  
couldn't  
take a  
joke!!

I can't take  
much more of  
this, either!  
I think I'll  
jump, too ...



... and you  
say that when  
you found him  
and brought him  
in, he actually  
seemed SORRY  
that he was  
still alive?!!

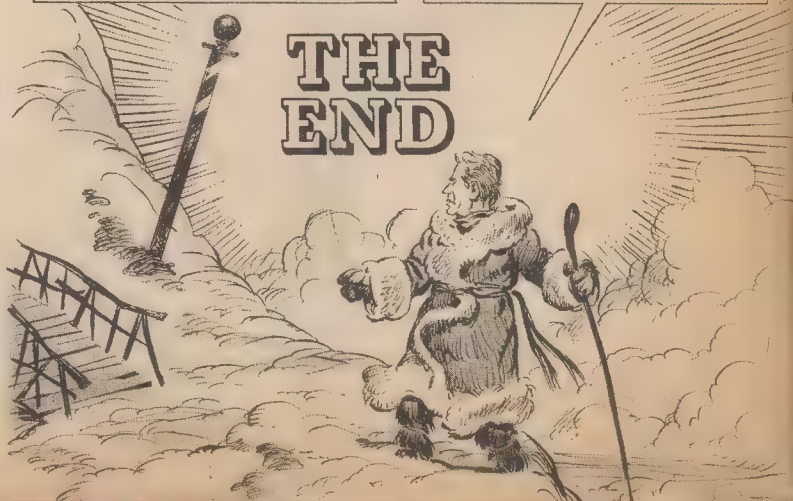
Yes! He kept raving about wanting it  
to be ALL OVER already ... and ...  
Good Lord! His bed!! It's EMPTY!!!

Where could he have gone?!!

I don't know! But he also kept raving  
about some kind of Paradise he knew!

There it is! I made it! After  
endless months, weeks and days  
of unbearable torture, I've  
found PARADISE at last! It's  
what I've been SEARCHING for!

Those words! Those marvelous,  
wonderful WORDS that mean  
this is the final scene ...  
and the picture is OVER ...  
and I'm free ... free ...





**WHAT VOLATILE  
SYSTEM IS NOW  
HEAVILY FUELED  
AND PROMISES  
TO ROCKET TO  
UNLIMITED  
HEIGHTS?**

## HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

Most Americans had begun to take Man's achievements in space travel for granted. But recently, growing numbers of citizens have become vitally interested in another development...in a system that promises to set all-time altitude records. To find out what this is, fold in page as shown.



FOLD PAGE OVER LIKE THIS!

ARTIST & WRITER: AL JAFFEE

**A**

FOLD THIS SECTION OVER LEFT

**B** FOLD BACK SO "A" MEETS "B"





Well ...  
you  
talked  
me into  
leaving  
Shangri  
-la!

I can't wait  
to buy a new  
pair of suede  
goloshes in  
a Hong Kong  
Boutique!

Look! Why is  
Mitsia lagging  
so far behind  
us? She—she's  
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Sorry we  
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HORRIBLE!

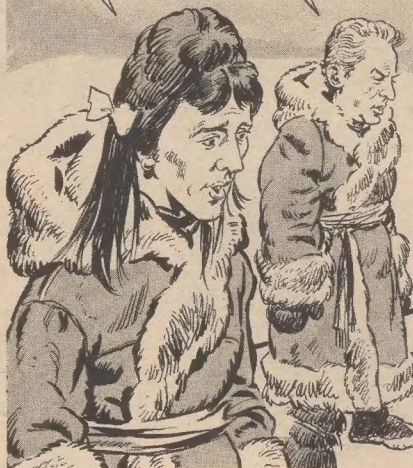
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WHAT VOLATILE  
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FOLD PAGE OVER LIKE THIS!

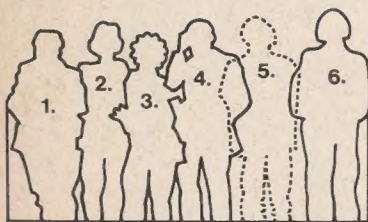
ARTIST & WRITER: AL JAFFEE

**AMB** FOLD BACK SO "A" MEETS "B"





# Can you spot the former Cancel smoker?



In this picture, everybody has a compulsive hang-up ... well, almost everybody! Try finding the idiot who no longer has one.

**1.** Nope. This jerk is still wallowing in his compulsive hang-up. He's Gordon Focus, camera bug. He gets his kicks out of buying expensive cameras. Never takes any pictures. Just likes wearing them around his neck. **2.** Sorry. He's Ernie Yellowbelt, a self-defense freak. Likes chopping bricks and boards in half. Gets mugged regularly. Nobody ever holds him up with a brick or a board. **3.** No. She's

Selma Wheatgerm, health food nut. She's so hung up eating nothing but health foods, she's dying of malnutrition.

**4.** Wrong. Vinnie Gadrool, sexist pig. Compulsive hang-up: Digs looking at girls. Looks at them in magazines, in the movies, through his binoculars. Hasn't touched one yet.

**5.** Right! This idiot no longer has his compulsive hang-up! He was once a heavy smoker. Now his friends, these other idiots, are lining up to buy newspapers so they can read his obituary. **6.** She's Tillie Telly, a TV addict. She'll watch anything on TV, even the test pattern. She's hoping they'll mention her recently deceased friend on "Sermonette."

**Cancel Cigarettes**  
**They're not for anybody**

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous To Your Health. But This Compulsive Idiot Didn't Listen To Him.

